

# Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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## URGES COMPLETE ELIMINATION OF AUTOMOBILE TAX

President Henry of A. A. A. Writes Congress; Measure Up This Week

Special from A. D. N. Detroit Bureau  
**WASHINGTON, Dec. 14.**—Complete elimination of all war excise taxes on motor vehicles, tires, accessories and parts, instead of the partial relief provided for in the pending revenue bill, was urged today by Thomas P. Henry, president of the American Automobile Association, in a letter addressed to Chairman William R. Green of the House Ways and Means Committee.

The automotive schedule is expected to be taken up in the House Wednesday or Thursday.

President Henry served notice on congress that the organized motorists are not a party to any compromise of any kind and that thousands of anxious inquiries are reaching the A. A. A. national headquarters.

Mr. Henry called attention to retention by the committee of the Federal tax on buses and characterized the continuation of this tax as a gross discrimination against an important agency of mass transportation. His letter in part says:—

"There are no Federal taxes that affect a great number of people than the levies on tires, parts, accessories, trucks and passenger automobiles. Your present bill provides for the elimination of the first four and only a 2 per cent. reduction in the last item. We feel that your honorable committee and the Congress should take steps to eliminate the entire 5 per cent. tax.

"It should be recalled that this tax is a heavy burden on the growing bus transportation system of the country, and is an unjust tax upon a mass system of transportation which has met with the approval of the American public. The truck you have exempted. The bus you continue to tax. You have long since dropped all other taxes upon other methods of transportation and communication.

"We recognize fully that your committee desires to be fair with the motorist, and have a due regard for the financial welfare of the nation, but we should recall also that every conceivable tax has been loaded upon the motorist by practically every taxing agency, and we feel that the motorist as an individual and as a class has carried far more than his share of the war burdens. We believe the war excise taxes should be finally eliminated, and without further delay.

"In making any change in a tax rate there is a period when the public would naturally restrict its purchases in anticipation of a tax saving. In the interest of maintaining business, therefore, upon an even basis, we urge that when the bill is enacted a rebate feature be provided on goods in transit and upon the sales floors for a reasonable period of time."

## Hoover Determined to Ease Rubber Situation for U. S. Manufacturers

Seeks to Break Up Existing Foreign Monopolies

By FRANCIS P. DAILY  
**WASHINGTON, Dec. 14.**—The American government intends to take some measures to break up foreign combinations and monopolies which control the price of rubber and other important raw material imported by manufacturers of this country.

Although he does not wish to favor trade reprisals, Secretary of Commerce Hoover believes that certain measures should be taken by the government that would ultimately afford relief to manufacturers and consumers.

That the situation in the rubber industry is wholly an artificial creation is evidenced by the fact that the normal world consumption of rubber for 1926 is estimated at about 580,000 tons, whereas the potential production, although unrestricted, probably would be 625,000 tons, Secretary Hoover pointed out in a letter today to Senator Arthur Capper of Kansas.

"We are not in the midst of a genuine rubber famine, but purely an artificial one, created by restriction on production for the purpose of advancing prices," says Mr. Hoover.

The head of the department of commerce calls attention to the fact that imports for 1925 will be about 860,000,000 pounds and at normal growth American consumption next year will be 900,000,000 pounds.

"At the price declared by the price fixing body as 'fair' to them, our next year's supply would cost us about \$324,000,000," Mr. Hoover explains, "but at present prices of \$1.10 per pound it will cost us about \$990,-

000,000, or \$666,000,000 in excess of the 'fair' price.

"These increased prices of rubber are a very real thing to every family in the United States. The price over and above the so-called 'fair' prices means an increased charge of probably \$20 or \$30 for each set of tires on a light automobile and \$50 to \$70 for each set on a heavy car.

"If present prices are maintained against us, the excess sum of \$650,000,000 or \$700,000,000 which we shall pay is equal to more than twice the net earnings for dividends on all our electric power companies, or equal to 30 per cent. more than the net earnings for dividends of all our railways."

In his letter, Secretary Hoover explains that the matter of price fixing in all foreign commodities "has become even more serious than when two years ago you introduced some defensive legislation

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## NEW STUDEBAKER FINANCING PLAN IS MADE PUBLIC

Contains Four Methods Of Sales on Deferred Payments

**SOUTH BEND, Ind., Dec. 14.**—The new Studebaker financing plan, formulated by the International Acceptance Corporation, has been announced and contains a number of interesting features.

Through this plan Studebaker dealers are provided with a time payment service that includes collection and repossession features. Each car financed under the I. A. C. budget payment plan is automatically covered by fire and theft insurance for a year from the date of contract, subject to the usual cancellation right. This insurance protects the interests of both purchaser and dealer against fire and theft. The buyer under the new budget plan receives an actual insurance policy, written by one of the oldest companies in the country, with agents everywhere, enabling adjustments to be made in a minimum time after losses have been reported.

The I. A. C. budget plan includes four methods under which dealers may sell cars on deferred payments. These are the equal monthly payment plan, the one payment plan, the two payment plan and the three payment plan. On each of these an additional model charge is made, which must be added to the I. A. C. charge as directed. The maximum time allowed for completing the transaction is twelve months.

The equal monthly payment plan provides for a minimum down payment of one third of the cash selling price in cash, cash and trade-in, or in trade-in. The balance is paid in equal installments extending over a period not to exceed twelve months, from the date of contract.

The one-payment plan provides for a down payment of one-half cash and the balance in one payment not to exceed seven months from date of contract.

The two-payment plan demands a minimum down payment of 40 per cent. cash and one-half of the balance in four months and the final half of the balance in eight months.

The three-payment plan calls for a down payment of 40 per cent. cash and three notes for equal parts of the balance, one falling due in three months, the next in six and the third in nine months from the date of contract.

Used cars will also be included in somewhat similar plans with fire and theft insurance added. On each of the plans an additional charge is made for used cars over two years old and for all Fords.

The rates for I. A. C. fire and theft insurance are one year from the date of contract and they vary in accordance with the territory for which the coverage is issued and the I. A. C. rates vary because they include the insurance.

Compensation in the form of rebates has been provided in case the buyer desires to pay off the entire balance before it is due. New car rebates are figured at the rate of one half of 1 per cent. per month on the amount prepaid, for each full month anticipated.

## STUDY PROPOSED R. R. MERGERS

Automobile Manufacturers Vitaly Interested

**New York, Dec. 14.**—Believing that the proposed consolidation of railroads into a few big systems either voluntarily or under a compulsory governmental plan presents questions of great importance to the users of rail transportation, the automobile industry will make intensive study of the proposal from the shippers' viewpoint.

This decision was reached at the monthly conference of traffic managers, members of the National Automobile Chamber of Commerce, held at Detroit last week. A committee was appointed by J. S. Marvin, chairman of the conference, to gather data and report the probable effect of such combinations on shipping conditions.

The committee will be headed by George C. Conn, director of traffic, Buick Motor Company, with W. C. Cowling, Ford-Lincoln; P. G. Findlay, Dodge; E. N. Hodges, Hupp, and W. R. Short, Studebaker. Recommendations of the conference will be submitted to the executives' traffic committee, of which William E. Metzger, vice-president Federal Motor Truck Company is chairman, with A. T. Waterfall, vice-president Dodge Brothers; A. H. Swayne vice-president general motors; W. P. Chandler vice-president Chandler Motor Car Company and W. P. Chrysler president Chrysler Corporation.

The automobile industry is one of the biggest users of the railroads. In 1924, out of a total of 9,913,481 carloads of manufactured articles shipped by rail, 734,730 were automobiles and parts. Adding gasoline shipped for automotive use, road building materials and other freight allied to the manufacture and use of automobiles, the total is raised to 2,631,690 carloads.

Among the factories represented at last week's meeting were: American-LaFrance, Buick, Cadillac, Chevrolet, Chandler, Chrysler, Dodge, Durant, Flint, General Motors, Hupp, Mack, Jordan, Lincoln, Motor and Accessory Manufacturers' Association, Oakland, Paige-Detroit, Pierce-Arrow, Studebaker.

## PSYCHOLOGICAL TESTS REDUCE TAXI RANKS— AND ACCIDENTS, TOO

**Chicago, Dec. 14.**—Rigid emotional memory and judgment tests, resulting in the rejection of about 15 per cent. of the applicants for positions as drivers, have enabled the Yellow Cab Company to cut down its accidents more than 34 per cent. in the last year, A. J. Snow, psychologist for the company, told the Public Safety and Motor Traffic Committee of the City Club at a luncheon.

## Ford Enjoined in Flashboard Suit

**Cohoes, N. Y., Dec. 14.**—The Little Falls Fiber Company and Asbestos Spinning and Weaving Corporation, have been granted an injunction by order of Supreme Court Justice Newton H. Herrick restraining the Ford Motor Company at Green Island from using flashboards on the Federal dam in the Hudson River which the complaining firms allege caused the water to back up in the power canals and seriously interfere with the operation of their plants. The case has been in the courts since September when an injunction was requested.

It was brought out that the Ford Company had constructed and placed in operation a new power plant near the Federal dam in 1923 and in December, 1924, the company received permission from the Federal Water Power Commission and the War Department to use flashboards near its plant for improving its water power resources. Shortly afterward the textile firms named above filed their complaint.

Justice Herrick in his decision handed down yesterday stated that the flashboards were placed on the dam solely for improving power conditions at the Ford plant and were of no benefit to interstate commerce navigation as alleged by the Ford interests.

## CADILLAC CO. PROMOTES THREE

McNaughton, Stephens  
And Tiffany Are  
Advanced

Special from A. D. N. Detroit Bureau  
**Detroit, Dec. 14.**—Effective at once, Lawrence P. Fisher of Cadillac Motor Car Company announces that Lynn McNaughton, vice-president and general sales manager, will assist the president in administrative lines in addition to retaining general supervision of sales, and that H. M. Stephens, general manager of Cadillac's Chicago branch, will come to Detroit as general sales manager, in direct charge of sales. Stephens will be succeeded at Chicago by R. G. Tiffany, now general sales manager at that branch.

The increase in Cadillac personnel has been made necessary by a production that is now running at practically double what it was last year. Plant expansion and increased production schedules have made it necessary for Mr. McNaughton to give an increasing share of his time to administrative duties. He has been with Cadillac since the one-cylinder days and is an influential factor in the distributor organization.

Mr. Stephens was construction manager when the present giant Cadillac plant was built five years ago. He was appointed manager of the Chicago branch December 1, 1924, and has been a member of the Cadillac organization since the close of the war.



L. McNaughton



H. M. Stephens



## Prosperity in Automotive Industry Reflected in \$101,000,000 Expansion

Special from A. D. N. Detroit Bureau

**DETROIT, Dec. 14.**—Leading automotive companies in this district will have expended more than \$101,000,000 for plant extensions and new equipment in the year now nearing its close, it is estimated.

This sum does not include the acquisition of property resulting from stock transfers or other transactions in securities. Conspicuous among transactions of this character may be cited the purchase of the American Body Company by Chrysler, and the purchase of Graham Brothers, truck and coach makers, by Dodge Brothers, Inc.

The year 1925 has already witnessed a decided spurt in building on the part of the automotive companies. Although many of them were very active in adding to building and equipment, following the war, and especially in 1923, this year's activities are unusually large.

Building programs, in the case of some of the leaders, are very comprehensive, an indication of belief in an increased demand for motor vehicles next spring. The saturation point, in the minds of Detroit manufacturers, is still in the distance.

While plants have been steadily building all through the year, still larger expansions are under way for the winter months. At the same time reports of large plant extensions by other companies are made, so that the building and equipment development in the industry as a whole has been large and will be still larger in the immediate future.

Among the largest individual expansions are those of Dodge Bros., Inc.; Hudson Motor Car Company, Fisher Body Corporation, Cadillac Motor Car Company, Buick Motor Company at Flint and Oakland Motor Company at Pontiac. At the River Rouge plant of the Ford Motor Company, building has continued energetically without let-up through 1925. Last year the company appropriated \$100,000,000 for a three-year program of expansion, which includes mammoth additions to blast furnace, buildings and equipment.

Dodge Bros., Inc., in its building program for 1925, has added approximately 750,000 square feet to its plant, bringing the total up to 110 acres. Among the buildings completed, or nearing completion, are buildings housing heat treating, heavy hammer shop, light hammer shop, die shop and a newer and larger power house, besides additional shipping room.

Hudson Motor Car Company greatly expanded its plant during the summer, and installed a larger assembly line. Within the last few weeks the company has taken out permits for a large stand of buildings at Knodell and Connors Avenues for an up-to-date body plant. The structures will cover several acres, replacing the old Clayton and Lambert plant, formerly on the site. The new body plant alone will cost more than \$5,000,000; it is expected that it will be at least partially in use by the first of the year.

The following table shows appropriations by the various automotive companies doing business in and near Detroit for building expansion:—

Buick, Flint	\$2,000,000
Cadillac	3,000,000
Chrysler	85,000
Dodge (River Rouge)	8,000,000
Ford	35,000,000
Fisher Body	420,150
Hudson-Essex	10,000,000
Hupp	85,000
Lincoln	489,950
Murray Body	1,000,000
Motor Products	100,000
Oakland, Pontiac	3,000,000
Packard	100,000
Paige-Jewett	300,000
Total	\$63,530,110
Machinery and equipment	39,355,826
Grand total	\$102,885,936

## WOULD BREAK UP RUBBER MONOPOLY

Secy. Hoover Takes Up Arms for American Manufacturers

(Continued from Page 1)

in support of which I addressed you at the time."

"We are now subject to the full result of monopoly action," Mr. Hoover adds, "and we have no machinery of adequate defense. It is inherent in all unregulated monopolies everywhere that they never can be content with reasonable returns but must undertake extortion."

The secretary explains in his letter that without discussing ten or twelve other combinations "the single case of rubber is sufficient illustration of where these things carry."

"The control of rubber production in the British East Indies was organized under the Stevenson plan in 1922," he writes. "That area produces about 70 per cent. of the world's rubber, and we consume about 70 per cent. of the world's rubber."

"At the time the plan was put into effect by Colonial legislation the claim was made that its purpose was to secure a fair price to growers. The growers' committee stated that such a fair price would be from 15 to 18 pence (30 to 36 cents) per pound."

"We were assured that the 'fair' price was the sole objective of the combination. Exhaustive investigations of the Department of Commerce into the industry in the East Indies showed that at that price the capital invested in the industry would earn an average profit of from 15 to 25 per cent."

Secretary Hoover calls attention to the advances this year in price of rubber, as shown by the average New York spot quotations:—

Month	Cents
January	36.7
February	36.0
March	41.0
April	42.6
May	58.4
June	77.3
July	103.2
August	83.0
September	88.9
October	98.1
November	105.5

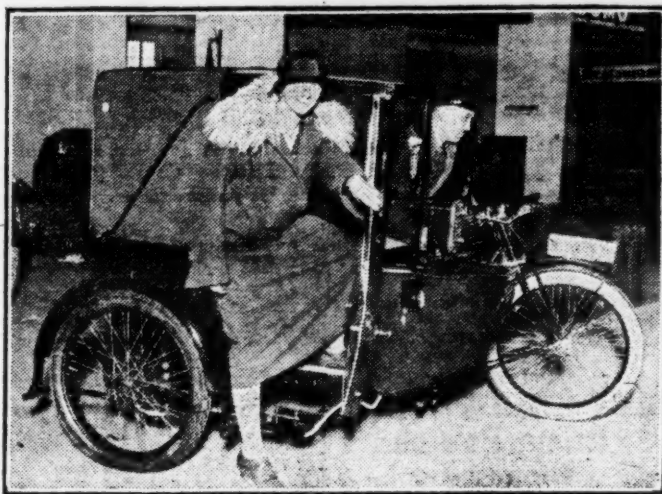
The price at one time this year reached \$1.21 a pound.

Senator Capper was advised by Secretary Hoover that "our bankers can be discouraged from giving American credits to the support of these combinations," and that the American government should initiate "a strong systematic campaign for voluntary saving in every commodity where these combinations become extortionate."

While not referring directly to rubber, Secretary Hoover informed the senator that "we should stimulate production in countries where the commodities in question are not likely to be subject to such combinations."

At the capital today Senator Capper, upon receipt of Mr. Hoover's letter, explained to The Automotive Daily News that he had not sought information concerning rubber, but that he intended to initiate at this session legislation designed to regulate, in some way, the matter of foreign price-fixing on important commodities, particularly coffee, and which also would cover importation of rubber.

**MOTORCYCLE TAXICAB**—This type of cab, prevalent in European cities, was exhibited at the recent automobile show in Berlin. It has room for but one passenger.



## Finds Business Outlook Promising on West Coast

Special from A. D. N. Detroit Bureau

**DETROIT, Dec. 14.**—Guy C. Brown, secretary of the Campbell-Ewald Company, has returned to Detroit after a seven weeks' trip on the Western coast, which extended from Seattle to Los Angeles.

## Stewart Moves to G. M. Central Office

Janesville, Wis., Dec. 14.—L. I. Stewart, factory manager for the Chevrolet Motor Company here since February, 1923, will transfer to the central offices of the General Motors at Detroit about January 1, it has been announced.



Mr. Stewart has been with General Motors for sixteen years, and is one of the youngest plant managers.

Succeeding Thomas E. Houghton, first Chevrolet plant manager here, Mr. Stewart has seen the Janesville plant establish new production and cost records, placing it among the leaders of Chevrolet units.

Mr. Stewart started as a bookkeeper in 1906 with the Warner Manufacturing Company of Toledo and then went to the Muncie Gear Works, later taken over by the Chevrolet company. In 1915 he was transferred to the Chevrolet Motor Company at New York, and was for some time engaged in personal work for W. C. Durant and later made assistant to F. W. Hohensee. In 1918 he was made secretary of the General Motors bonus system.

No indication as to who will succeed Mr. Stewart as manager here has been received.

Mr. Stewart is a director of the Janesville Kiwanis Club, Janesville Country Club and Janesville Y. M. C. A., and has been instrumental in developing the Chevrolet Club, which forms the center of General Motors employees' recreation here.

## LEADERS ENTERTAINED IN CHRYSLER SALES CONTEST

Special from A. D. N. Detroit Bureau

**DETROIT, Dec. 14.**—Forty Chrysler distributors, dealers and salesmen were recently entertained here, in recognition of their sales performance in a thirty-day sales contest that covered the entire country.

The leaders in the competition were the Utterback-Gleason Company, Bangor, Me., who thus upset the tradition that latitude and temperature have anything to do with sales. The P. D. Beville Supply Company, Mobile, Ala. won second place, and third place went to the R. D. Edgerton Company, Roanoke, Va.

Mr. Brown reports that business conditions in the territory he visited are almost uniformly good; that the lumber industry in the north is opening up, with resultant employment of additional men, and that the automotive industry generally is active.

"Los Angeles," says Mr. Brown, "presents unusual interest to the man who has to do with the retail sale of automobiles, no matter what his connection may be. It is not perhaps generally known that Los Angeles is the pioneer in a number of activities having to do with the sale, service and use of cars."

"The automotive sections of newspapers, for example, were first undertaken in Los Angeles, and these sections today are among the largest in the country, running to as many as twenty pages. Gasoline stations, covering the city territory, were first established in Los Angeles, though they are common enough now in every city in the country. The plan of bonding a community for the construction of roads originated in Los Angeles, and so did the plan of financing deferred payments on automobiles."

"Los Angeles must have credit, too, for developing plans for disposing of used cars very early in the industry's history, and the Automobile Club of Los Angeles was a pioneer in many of the functions which are now part of the service of any well managed club—insurance writing, pathfinding, road service, road marking and so on. The Los Angeles club is one of the largest and certainly one of the most active clubs of its kind in this country."

"Because of the character of the population, and perhaps because of the character of the dealers themselves, selling in the Los Angeles territory is a highly competitive business. There are a number of important distributors in the territory, each of whom is largely independent in his management of his business, and the assembling of high-power salesmen has followed as a matter of course. The resident of Los Angeles, permanent or transient, is a ready buyer; and the man who gets to him first, if he is properly equipped with sales knowledge and the ability to express it, makes the sale."

## BUSES WINNING

**Berlin, Dec. 14 (U. T. P. S.).**—To combat growing auto competition German railroad companies are offering prizes totalling \$10,000 to employees who suggest improvements in services or inventions that might be adopted.

## MOTORCYCLE SALE ABROAD SHOWN

Dept. of Commerce Gives Figures and Data On Prospects.

Special from A. D. N. Washington Bureau

**WASHINGTON, Dec. 14.**—The automotive division of the Department of Commerce has just completed a survey of motorcycle trade conditions in thirty-six foreign countries, showing what fields are best suited for American manufacturers of the so-called solo vehicles."

Reports received from the Department of State and the Department of Commerce representatives show conclusively that, United States exports of motorcycles have increased. In 1924 there were 16,859 motorcycles shipped abroad at a valuation of \$4,006,408, while during the first ten months of the current year 18,479, valued at \$4,139,275, were exported by American manufacturers. Condensed reports from the various countries follow:—

**Argentina**—Approximately 86 per cent. of the motorcycles are American. Unless a greater price difference is offered between the motorcycle and the automobile, future sales prospects are reported not bright.

**Australia**—American makes, although higher priced, are popular. One American machine was supreme until the entry of the British "Douglas" on the market. There are good sales possibilities for light machines, such as the Douglas.

**Belgium**—The market is held by domestic manufacturers. However, foreign machines can be successfully marketed. The United States is the principal supplier of foreign machines.

**Brazil**—American makes are preferred, although lower priced British machines are gaining popularity.

**Canada**—American makes predominate to such an extent that the number of other makes is almost negligible.

**China**—American makes, especially the light machines, are the most popular, but are closely followed by the British Triumph, B. S. A. and Douglas. Narrow roads and low upkeep enable motorcycles to compete with the automobile.

**Cuba**—Practically all of the motorcycles sold in the last year were of American manufacture.

**France**—American machines offer practically the only competition with the domestic product. Lack of suitable distributing organizations limits the market for American makes.

**Greece**—Not more than a dozen motorcycles are sold annually. Poor roads and lack of interest hinder sales development.

**Denmark**—One American make predominates, but is closely followed by the Danish "Nimbus."

**India**—American light cars are cutting into American motorcycle sales, while British motorcycles are not affected.

**Mexico**—American machines control the market, but extensive distribution is handicapped by a high import duty and the lack of good motor roads.

**Netherlands**—United States and British machines share in popularity. The tendency is toward light machines.

**Norway**—Heavy types predominate on account of the rugged topography of the country. Ninety per cent. of current sales are American machines.

**Panama**—Market is limited to sales made to police and to United States Government employees.

**Peru**—The market is limited, due to road conditions.

**New Zealand**—There is a great demand for motorcycles. British and American makes sharing in popularity.

**Portugal**—American types, with sidecars, are the most popular.

**Jugo-Slavia**—Light makes are the most popular, but cobblestone streets limit sales.

## New Company Will Deliver Autos

Special from A. D. N. Detroit Bureau

**DETROIT, Dec. 14.**—A new company for the purpose of aiding automotive manufacturers and dealers in the safe delivery of cars has been formed here under the title of Reliable Drivers' Company, with offices at the General Motors Building.

The company is the creation of D. A. Joyce, former president of the Oakland Foundry Company. It is capitalized at \$25,000. A subsidiary company for financing driveways also is formed, with a capital stock of \$25,000.

Under Mr. Joyce's plan the company takes care of all driveway cars and trucks of manufacturers, and guarantees their safe delivery to distributor or dealer.

In the case of a dealer wanting a number of cars, he engages the Reliable Drivers' Company, and the latter finances the cars and delivers them to their destination.

All driveways also are covered by insurance in a special policy written by the Michigan Mutual Liability Company.

Mr. Joyce, who is president, has associated with him L. S. Shuller, vice-president, and L. E. Treadwell, secretary-treasurer.



## DRASTIC PRICE CUTS FAIL TO MOVE USED CARS

**B**UFFALO, N. Y., Dec. 14.—Spasmodic is the word that best describes the used car situation in this city. The early part of November showed a slackening in the movement of second hands, but there was a big spurt the last ten days or so of the month.

Now the business has dropped off again, this time with a dull thud. Yet there are, here and there, dealers who report a good business.

Some dealers have run used car sales, buying large space in the newspapers and slashing prices to the limit without making more than one or two sales. Others have done the same thing and sold thirty and forty cars.

The last report of the Buffalo Automobile Dealers' Association shows ninety-four used cars sold by eighteen dealers for a total of \$40,690, of which 49 per cent. were open and 51 per cent. closed. This indicates a better than usual demand for the open models.

### NOT VERY ENCOURAGING

**Minneapolis, Dec. 14.**—The used car market in Minneapolis continues to be apathetic, first snows of the winter not having helped the situation any.

Out-of-town buyers of used cars are scarce, although at other seasons they provide a good market. There is scarcely a dealer in used jobs who has a good word to say for the present market, and new car dealers who must take in used cars on trade have come to accept it as a necessary evil.

There is little advertising of used cars, except in a routine way, campaigns earlier in the fall having failed to get material results.

Used car dealers are devoting their time to having stocks put in good condition for spring sales campaigns.

### ORLANDO REPORTS

**Orlando, Fla., Dec. 14 (U. T. P. S.).**—The new car demand here has caused fewer sales in the used car stock, dealers throughout the city report.

Dealers have found it necessary to reduce the price of the used cars to a price ranging from 25 per cent. to 40 per cent. lower than that of a year ago. The popular idea which is raging through the Northern states that a person can get a big price here for his car after driving through is erroneous, as some have found out to their own sorrow.

This new car demand is to be expected wherever there is a great boom, and will be found in any city where the populace is money wild. Money is loose and no one wants a used car unless it is priced far under reason. New cars are often run only two or three months and then turned in on another. Some dealers have difficulty in selling new cars, that is in large numbers, because they cannot take care of the turn-ins.

In the past months dealers have been unable to get their shipments of new cars in because of the freight congestion. This caused high prices on used cars a year ago. However, some dealers have surmounted this menace by having their shipments made to points in the northern part of the state and in Georgia, and driving the cars the remaining distance in motorcade style.

### MEMPHIS SITUATION

**Memphis, Tenn., Dec. 14.**—The used car situation in this city is reported by a number of dealers to be none too good at this season of the year.

However, dealers are making plans to relieve the condition as much as possible.

As a partial move in this direc-

## Funeral Company Buys Twenty-four Cadillacs

**Louisville, Ky., Dec. 14.**—Twenty-four Cadillac limousines, to comprise the largest single shipment of Cadillacs in the history of Louisville, have been delivered to the Funeral Auto Company here. They will replace other limousines now in service, it was announced. The new automobiles, all of the 1926 model and painted dark gray, are valued at \$115,000, according to Clifford L. Alderson, president of the Standard Auto Company, which made the sale. This company distributes the Cadillac in the Louisville territory.

## Distributor Doings

### FINANCE PLAN DISCUSSED

**Portland, Ore., December 14 (U. T. P. S.).**—Willys-Overland dealers of Oregon were guests of the Willys-Overland Pacific Company in Portland recently at a meeting called by J. H. Alfred, northwest manager, to explain and discuss the new finance plan of the company. The meeting was attended by all dealers in the territory for which Portland is the distributing point.

### DEFEAT EMBARGO

**Orlando, Fla., Dec. 14 (U. T. P. S.).**—The Scot-Landstreet Motors, Inc., local distributors of the Chrysler, effectively defeated the embargo which has been menacing Florida on a shipment of 106 Chryslers, which it brought into the city via steam road and motor cars over 133 miles of hard surfaced roads.

The Scot-Landstreet company had the cars delivered from the factory over the Atlantic Coast Line Railroad to Live Oak, Fla., which is located in the northern section of the state, practically upon the Georgia line. Utilizing the switching facilities of this small village and the tobacco warehouses, which are rarely used, the 106 Chryslers were spotted, unloaded and assembled.

### NEW NASH DEALERS

**Milwaukee, Wis., Dec. 14.**—Eleven new selling connections have been established by the Wisconsin Nash Sales Company, state distributor of Nash and Ajax, during the past week, according to Marx Libhart, wholesale sales manager. The new connections are distributed throughout the state and include: A. Grassel & Co., Luxemburg; Buker Nash Company, Greenwood; Gustave Hinterberg, Cadot; P. W. Rindfleisch, Plainfield; Ed Stubbe, Fall Creek; Martinson Sales Company, Baldwin; Berry & Myers, Stanley; Midway Garage, Sauk City; Fieges Garage, Bayfield; Paul Hafmeister, Jackson; A. W. Lange, Lake Mills. Nash sales throughout the state are still on the increase, according to Mr. Libhart, who predicts active selling during the winter months.

### INVADE OTTAWA

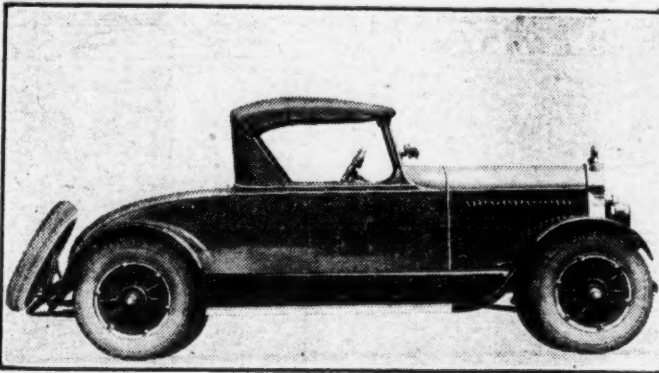
**Ottawa, Ont., Dec. 14.**—The Legare Automobile and Supply Company, Ltd., of Montreal, has invaded the local field as Hudson-Essex distributors. The organization controls the distribution of Hudson-Essex through its twenty-eight branches and subsidiary companies in the province of Quebec, and has now entered Ontario, obtaining the franchise for the ten eastern counties in this province.

tion the F. M. White Motor Company has acquired property at 844 Union Ave., which it has converted into an up-to-date used car department.

Maury-Newsum, Inc., offered a number of used cars for sale within the past few days with mediocre success, it was reported.

The Service Motor Company has had a used car sale under way for the past week, S. R. Jones being in charge.

**NEW ELCAR SIX-CYLINDER ROADSTER** is powered with a Lycoming motor. It has a disappearing seat for two in the rear deck reached through a good-sized door in the side of the car which is a somewhat novel departure in roadster construction.



## California and Nevada Overland Dealers Convene

**Oakland, Cal., Dec. 14.**—A dealer convention attended by all Overland and Willys-Knight dealers in northern California and Nevada was held last week at the new Willys-Overland distributing branch here.

Plans for the coming year were presented and a general inspection trip through the new headquarters was made by the visitors.

James W. Hawk, manager of the branch here, presided over the meeting, while C. H. Macaire, supervisor, introduced L. G. Peed, general sales manager of Willys-Overland, Inc., who is here for the new branch opening.

At the close of the meeting a huge drive away was participated in by dealers from all over the northern part of the state driving back to their home towns in new Overland and Willys-Knight cars.

During the meeting, Peed brought out the fact that Willys-Overland sales for northern Cali-

fornia territory had shown 100 per cent. increase over the totals of last year.

Prizes in the Overland-Willys-Knight sales drive for October were announced and R. E. Lowery, Porterville, Cal., was awarded a huge silver cup as the dealer who had shown the best sales percentage in relation to the quota established for the month.

Salesmen's cash prizes for the contest were awarded to A. Rosenblum and V. L. Vicain of the Granger Motor Sales Company, San Jose, Cal.

**Butte, Mont., Dec. 14.**—According to Jack Nemeck, local Ford distributor, Ford cars will be Christmas presents for quite a few people this year. Several orders for Ford cars have been placed by Butte residents to be delivered Christmas day to parents living in the East.

## TEXAS NEW CAR BUSINESS WILL TOP \$200,000,000

**DALLAS, TEX., Dec. 14 (U. T. P. S.).**—The automotive business in Texas and parts of adjoining states went into the last month of the year hitting on all six and with the assurance that new records would be established in practically all lines of the trade.

Reports from scores of wholesalers and retailers from many parts of the district were to the effect that the sale of new cars for the first eleven months of 1925 exceeded the total sales for the preceding year by a considerable figure. The new car sales in Texas during 1925 probably will be a little more than 200,000, which is about 30,000 more than for 1924.

Wholesalers and retailers reported, however, that because of price reductions the actual amount of money involved in the sales for 1925 would not be much greater than for the previous year.

The greater part of the new car sales during the year involved trade-ins, and were on a monthly payment basis.

In estimating the value of the new cars sold in Texas so far this year, retailers said, the figures would reach \$190,000,000, and that those figures would be pushed over the \$200,000,000 mark before the first of the year, in all probability.

Sales of new cars for the last month of the year will probably exceed those of November, it was said by wholesalers and retailers. The Christmas shopping is now being done, and dealers report this line of business is the heaviest in history. Santa Claus will deliver at least 1,200 automobiles of the brand new variety, ranging in price from \$600 to \$4,800.

for Economical Transportation



Wouldn't you like to know that three out of every four people who buy 1926 license plates will be live prospects for a car in your price class next year?

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring .....	\$525	Coupe .....	\$675	Commercial Chassis .....	\$425
Roadster ....	525	Coach .....	695	Express Truck Chassis	550
		Sedan .....	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T



# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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## The Farmer Speaks Right Out

ONE of the most interesting fights of recent years is likely to develop when the excise tax reduction bill comes up for debate on the floor of the House this week. Party lines are likely to be pretty well obliterated. The Democrats in general favor complete elimination of the automotive excise taxes, and a number of insurgent Republicans threaten to join hands with them. Other Republicans in good and regular standing, but with a strong leaning toward the agricultural interests, may also bolt the bill in its present form. Exactly how strong this coalition will be does not as yet appear, but it is entirely possible that it may muster enough votes to achieve complete elimination instead of mere reduction.

Even now an alternative measure from the bill sponsored by the Ways and Means Committee has been introduced by Representative Grant M. Hudson of Michigan. This new bill would entirely eliminate excise taxes on automotive products. Representative Henry T. Rainey of Illinois, a Democrat with strong agricultural leanings, the other day promised a bitter-end fight to eliminate automotive excise taxes.

"We are not rendering much service to men of small means," argues Mr. Rainey, "when we relieve them of income tax they now pay to the amount of about \$7.50 and impose a tax of from \$15 to \$30 on the cheap automobiles they buy. We might better restore the exemptions to where they are in the present law and release \$47,000,000, which could be applied to reductions in the automobile taxes still retained in the bill, removing approximately one-third of the taxes remaining on automobiles and motorcycles."

While the automotive industry is not making any further fight for complete elimination of the excise taxes on its products, still there is a considerable chance that the goal may be achieved this year.

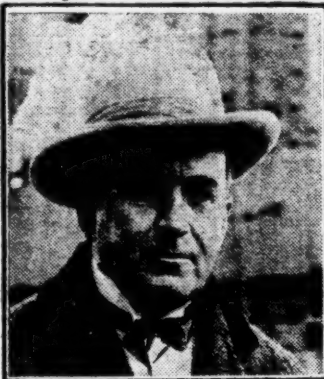
## Lowering Insurance

WHEN the new automobile insurance schedules are filed January 1, it will be found that the rates for liability insurance have been reduced on an average about 1 per cent. This may not sound as important as it really is, because in many instances reductions of 3 per cent. or more are allowed. The larger reductions are made in cities and sections where safety promotion has been most strongly pressed. In other words, the safety campaign which has been waged over a period of years actually is beginning to bear fruit. Places which have been most active in accident prevention work are reaping the benefit of their campaign by larger reductions in insurance premiums. Sections where safety promotion has lagged now pay the price of their neglect by being saddled with higher insurance rates. If any section of the American public needed a demonstration of the fact that accident prevention work is actually an economic investment as well as a humanitarian duty, it has its lesson in the new insurance schedules.

If the collegiate youth of America continues developing its penchant for venerable cars dressed up in all sorts of fantastic ways and covered with pungent inscriptions, it may solve the used and abused car problem before we know it.

The Automotive Daily News urges readers who are exhibiting at New York or Chicago, or both, to assist the show management by sending in their ticket reservations NOW. Address: S. A. Miles, 366 Madison Ave., New York City.

JOSEPH L. KEEGAN, prominent automobile man in the Orient, and president of the Automobile Club of China, aboard the liner President Wilson just before it sailed recently for Shanghai.



## Show Salesmanship

By Ralph Schrenkelsen

It is often the salesman's personal feelings that have at least 80 per cent. to do with the outcome of the deal.

If he reports at the show in the morning convinced in his own mind that he is going to sign some one up and earn himself a nice fat commission, he will work with that end in view, and he will talk to more prospects during the day, and there will be a note of earnestness and enthusiasm in his voice that will prove contagious.

As the tiresome hours wear on he will resist the temptation to find temporary relief by leaning over a convenient mudguard.

He will stand on both feet and his sales approach will remain snappy throughout the day.

Therefore, it is important for the distributor or dealer to train his salesmen to believe that every man and woman who visits the automobile show is a prospect and is there to buy a car.

One of the greatest hindrances, not only to the immediate business done at the show, but also to the ensuing business that should result from it, is the fact that salesmen see and talk to so many people that they soon come to believe that they are all there merely out of curiosity and have banded together for the purpose of making automobile salesmen work overtime.

It is very natural that, if a salesman allows himself to get in this frame of mind, he is going to reflect it in his talk with the prospect and the result is not going to be very satisfactory.

When a man is spending the price of an automobile he believes he is doing quite a stunt and he insists upon receiving the attention that is due a man who makes such a purchase.

This is true regardless of price.

If the salesman does not believe the prospect is there to buy, he will not give him the attention, or treat him with the respect, that the prospect believes his purchase warrants and the result may be an additional order for the chap down the aisle who has kept his sales approach snappy.

The salesman should take it for granted that the prospect is there to buy a car at the show, and he should frame his sales talk accordingly.

When you consider the great throngs that visit the national and local shows it must be realized that a great number of them are there for the express purpose of selecting their new cars.

Some of these intend to place their orders at the show and the salesman should do all in his

## Planning Annual Safety Contests

Washington, Dec. 14.—With a view to holding a national annual intercity safety contest, looking toward reduction in automobile accidents, the sub-committee of the steering committee of Secretary of Commerce Hoover's National Safety Conference met here recently to promulgate rules for such a contest.

The general idea will follow the annual contest of fire prevention week and will serve to bring to the fore, at least once each year, the necessity for caution in automobile driving and pedestrian control.

Those attending the conference are Dr. Julius Parmelee, chairman; Ernest Smith, American Automobile Association; William DuBois, vice-president of the National Safety Council; Dean A. N. Johnson, University of Maryland; and Ernest Greenwood, secretary of the National Safety Conference.

### INCREASES TAX

London, Dec. 14 (U. T. P. S.).—It is proposed to increase the auto tax in Guernsey, Channel Islands, by 10 shillings per hundredweight. A tax of 4 pence per gallon is also to be levied on gasoline.

power to force the decision while the prospect is in his booth.

Other visitors intend to make up their mind at the show, and place their order a month or two after.

Here is where the salesman has the opportunity to use a brand of persuasiveness that will result in storing up a good number of spring deliveries for his account.

There are several very good reasons, such as assuring the prospect that by placing his order at the show he will not be kept waiting for delivery of his car when he wants it, that a salesman can advance which will be effective in persuading the prospect to take more prompt action than he had intended.

But before such arguments can become effective, he must first have sold the prospect thoroughly on his product.

And, in order to sell him thoroughly, the salesman must believe that every visitor at the show is a prospect, and is there to buy a car.

## CHRYSLER PLAN LOSES IN TEXAS

### Attorney General Rules "Resident Agent" Law Is Violated

Austin, Tex., Dec. 14.—The "master policy" method of fire and theft insurance, as contemplated in the "Chrysler plan of automobile insurance" is not a policy of insurance but an offer to insure, and unless written through a resident of Texas would violate the Texas resident agent law, Attorney General Dah Moody has just ruled in an opinion to Insurance Commissioner R. L. Daniel.

The ruling method outlined the contract of the Palmetto Fire Insurance Company of South Carolina to furnish insurance with all Chrysler cars sold, under a "master policy."

It said that acceptance of an insurance contract by the car owner was the final act consummating the contract, and that since the car insured was at that time in Texas the company would be writing insurance on property of Texas, "and violating the resident agent law if its policies are not issued through a local licensed agent."

The opinion said the "master policy" written in another state was not an insurance policy but an offer to insure, and only becomes an insurance contract when accepted by the purchaser. The fact that the Chrysler Sales Corporation acted as agent between the insurance company and the car owners does not prevent the contract being between the two, the ruling said.

### JAEGER POWER CORP. IS FORMED AT DETROIT

Detroit, Dec. 14.—The Jaeger Portable Power Corporation, with a capital stock of \$400,000, for the purpose of producing an auxiliary power plant and an automobile engine for use by small municipal fire departments and for running farm machinery, has been formed here. Roy E. Wing, president of the Detroit Nut Company, is president.

The company has opened offices at Woodbridge and Rivard Streets. Production of the new device is under way at the plant of the Detroit Nut Company.

## Coming Automotive Events

### DECEMBER

- 16—Dayton, O. Meeting of the Society of Automotive Engineers, Engineers Club.
- 16—Brussels, Belgium. Annual Automobile Show.
- 15-16—Washington, D. C. Chamber of Commerce of the United States, national distribution conference.
- 17—Detroit, Mich. Meeting of factory representatives of the Society of Automotive Engineers, General Motors Building.
- 18—Chicago, Ill. Talk on "High Efficiency Engines," Society of Automotive Engineers, Engineers Club.
- 7-20—Buenos Aires, Argentina. Eighth annual Argentina Auto Show.
- 29—San Francisco, Cal. Meeting of the Society of Automotive Engineers of Northern California, Engineers Club.

### JANUARY

- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- 16-23—Philadelphia, Pa. Philadelphia Automobile Show.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—Chicago. American Road Builders' Association Annual Convention.
- 9-16—New York City. National Automobile Show.
- 14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia, Mich. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 18-23—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall Show.
- 19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 20-22—Detroit. National Society Automotive Engineers.
- 21-22—Detroit. Michigan Independent Oil Men's Association.
- 23-30—Montreal, Canada. Annual Motor Show.
- 23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
- 23-30—Cleveland, Ohio. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
- 25—American Road Builders' Association. Good Roads Week.
- 26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27—Detroit. Michigan Highway Association.
- 27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Salon.
- 30-Feb. 6—Washington, D. C. Automobile Show.
- 30-Feb. 6—San Francisco, Cal. Tenth annual Pacific Automobile Show.
- 30-Feb. 6—Chicago, Ill. Eleventh Annual Automobile Salon, Hotel Drake.
- 31-Feb. 6—Chicago, Ill. National Auto Show.

### FEBRUARY

- 2-6—Denver, Col. Denver Automotive Dealers' Association, annual show.
- 9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 6-13—Providence, R. I. Rhode Island Automotive Dealers' Association, annual automobile show.
- 6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwest-ern automobile show.



# Ayres Sees Boom Continuing Well Into 1926

## LINKS AUTOMOBILE ACTIVITY TO SPURT IN HOME BUILDING

And Attributes Both to Easy Credit Conditions—Analyzes 1925

CLEVELAND, Dec. 14.—A record breaking output of automobiles with unparalleled prosperity for the companies manufacturing them is one of the three principal features of America's "business recovery" year of 1925, according to statements made by Col. Leonard P. Ayres, vice-president of the Cleveland Trust Company, in summarizing in his December bulletin the trend of business during the year just closing.

The great building boom, which, Col. Ayres said, has gone forward neck and neck with the growth in the automobile output, and the great bull market for stocks are the other outstanding features of the year's business record.

Pointing out that the underlying cause of the year's boom in business has been cheap credit, due to America's greatly increased stocks of money gold, Col. Ayres predicted that "good business will continue well into 1926, although it seems likely that the peak of this present wave of exceptional prosperity will be reached and passed in the coming year."

"The pressure of funds for employment is the moving force behind the spectacular expansion of installment buying," Col. Ayres continued. "The continued convenience and ease of financing purchases of automobiles by partial payments is in no small measure responsible for this year's prosperity of the motor industry, and it largely rests on the oversupply of loanable funds at the banks."

### Set New Records

"Automobile production and building construction have both surpassed this year all previous records of volume and value. The present period of prosperous business rests in no small degree on the exceptional activity of these two great industries and their monthly figures are of unusual interest at this time because it seems unlikely that either one can exceed or equal in 1926 the high records established in 1925."

"In no considerable measure the output of automobiles and the construction of new buildings have had a genuine relationship one to another during these recent years. The building boom that has been under way during the last four years has been largely a boom in the construction of new dwellings, and a large part of the new homes have been built in the suburbs of our cities. Except for the automobile, many, if not most, of these new houses would not have been built. If the new allotments and extensions of the suburbs had waited, as they must have in earlier years, for the building of new street car lines many of them would not have been developed."

Col. Ayres also pointed out, in reviewing the condition of the pig iron and steel industry at present, that "some seasonal slackening has appeared in the structural steel business and in the demand from the automobile industry."

"However," he said, "the heavy forward orders in both these lines indicate that much important building is being planned for 1926, and that motor manufacturers are expecting very large outputs next spring."

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Advances	Declines	Steadies	Net Change
20	13	8					
62 1/2	47	8					
15 1/2	9 1/2	6					
95	71 1/2	6					
108 1/2	103 1/2	7					
54 1/2	25 1/2	1					
20	11 1/2	1					
100	95 1/2	7					
44 1/2	27 1/2	1.50					
52	27 1/2	3					
253	108 1/2	8					
111 1/2	100 1/2	8					
115 1/2	100 1/2	8					
48 1/2	21 1/2	7					
91 1/2	73 1/2	7					
30 1/2	10 1/2	2					
80	60 1/2	6					
26 1/2	12	1					
17 1/2	12	64					
125	60 1/2	6					
28 1/2	10 1/2	3					
116 1/2	75 1/2	7					
39 1/2	25 1/2	3 1/2					
16 1/2	4 1/2	1					
149 1/2	64 1/2	12					
114 1/2	102 1/2	7					
26 1/2	12 1/2	4					
74 1/2	35 1/2	4					
102	92 1/2	7					
114 1/2	86 1/2	7					
109	103 1/2	8					
49 1/2	30 1/2	3.50					
139 1/2	32 1/2	3					
31	14 1/2	1					
24	13 1/2	1.50					
65	35 1/2	3					
21 1/2	12 1/2	1					
74	41 1/2	6					
124	87 1/2	6					
3 1/2	1 1/2	1					
19	11 1/2	1					
242	117 1/2	7					
113	104 1/2	7					
32 1/2	10 1/2	1					
42	22 1/2	3					
44 1/2	40 1/2	3.60					
35 1/2	13 1/2	2.30					
34 1/2	13 1/2	1					
87	80 1/2	1					
42 1/2	6 1/2	1					
488	192 1/2	18					
107	103 1/2	7					
48 1/2	15 1/2	2					
32	17 1/2	1.80					
47 1/2	10 1/2	1					
100	43 1/2	1					
18	8 1/2	1					
36 1/2	15 1/2	1					
92 1/2	65 1/2	6					
89 1/2	61 1/2	6					
68 1/2	41 1/2	4					
59 1/2	37 1/2	4					
97 1/2	33 1/2	4					
108 1/2	92 1/2	8					
104 1/2	57 1/2	4					
34 1/2	9 1/2	1					
123 1/2	72 1/2	7					
48 1/2	22 1/2	7					
100	90 1/2	7					

Previous, 1925	High	Low	Div.	Advances	Declines	Steadies	Net Change
20 1/2	13	1.50					
24 1/2	10	1					
57 1/2	44 1/2	1					
32 1/2	13 1/2	1					
21	9 1/2	1					
79	67 1/2	6.50					
16 1/2	6 1/2	1					
47 1/2	30 1/2	1.20					
120	92 1/2	7					
107	102 1/2	7					
690	462 1/2	20					
42 1/2	16 1/2	1					
49 1/2	24 1/2	1					
72 1/2	61 1/2	4					
19 1/2	5 1/2	1					
50	41 1/2	1					
28	15 1/2	1					
14 1/2	4 1/2	1					
10 1/2	7 1/2	1					
26	6 1/2	1					
17 1/2	4 1/2	1					
28 1/2	27 1/2	1					

Previous, 1925	High	Low	Div.	Advances	Declines	Steadies	Net Change
20 1/2	13	1.50					
24 1/2	10	1					
57 1/2	44 1/2	1					
32 1/2	13 1/2	1					
21	9 1/2	1					
79	67 1/2	6.50					
16 1/2	6 1/2	1					
47 1/2	30 1/2	1.20					
120	92 1/2	7					
107	102 1/2	7					
690	462 1/2	20					
42 1/2	16 1/2	1					
49 1/2	24 1/2	1					
72 1/2	61 1/2	4					
19 1/2	5 1/2	1					
50	41 1/2	1					
28	15 1/2	1					
14 1/2	4 1/2	1					
10 1/2	7 1/2	1					
26	6 1/2	1					
17 1/2	4 1/2	1					
28 1/2	27 1/2	1					

(The above table shows last week's stock movement, complete.)

## Current Commodity Prices

STEEL PRODUCTS	RUBBER MARKET
Semi-Finished—Gross Tons	Plantations—
Billets, re-rolling	First latex crepe, spot, \$1.67
Billets, forging	December
Steel bars (hot rolled)	January-March
Plates (hot rolled)	April-June
Blue annealed sheets	Ribbed Smoked Sheets, spot
Black sheets	December
Auto body	January-March
Bands	April-June
Cold rolled strip	Para-Up-River, fine, spot
Hot rolled strip	Island, fine
Pig Iron, Basic	SCRAP RUBBER
Valleys	Inner tubes, No. 1
Eastern Pennsylvania	Inner tubes, No. 2
IRON AND STEEL SCRAP	Inner tubes, No. 3
(Buying prices, f. o. b. New York)	Tire, automobile, white, tan
Heavy melting steel	Mixed auto tires
Machine shop turnings	Reclaimed rubber—Tires reclaimed, 10c
Cast iron borings	Shoe reclaimed, 10c; tube reclaimed, 13c
No. 1 cast scrap	OIL AND GASOLINE
MILL PRODUCTS	MOTOR GASOLINE
Base prices, cents per pound, f. o. b. mill	Garages (steel barrels)
High brass sheets	Up-State New York
Copper, in rolls	Single tank cars, delivered
Zinc, spot, New York	New York
Lead, spot, New York	CRUDE PRICES AT WELLS
Aluminum, virgin, 98a99%	EASTERN—
SEAMLESS TUBING	Penn. grade oil
High brass	Line Co. lines
Copper	Co. lines
RODS	Bradford District
High brass (round 1/2 to 2 1/2 in.)	Tran. Co. lines
Copper, rods, round	Penn. grade oil
OLD METALS	Co. lines
Following are dealers' buying and selling prices for large quantities, f. o. b. cars, New York:	Gaines grade oil
Heavy machinery com.	Co. lines
New brass clippings	Penn. grade oil
Auto radiators	Penn. grade oil
Brass, heavy	Line Co. lines
Brass, light	

## Radio Swells Profits Of Stewart-Warner

Chicago, Dec. 14.—The interests conducting the present accumulation in Stewart-Warner stock recently made investigation of the company's affairs, which disclosed that it had become a formidable factor in the radio field and was piling up big earnings from this source. Stewart-Warner will earn in excess of \$13 a share this year, of which only \$6 has been paid out in dividends, including an extra of \$1 November 1. By the middle of January the company will have \$6,000,000 in cash. As it takes only \$600,000 for an extra dividend of \$1 a share, people sponsoring the stock predict a continuance of the policy of extra payments.

## Splitdorf Sales in 5 Mos. \$2,400,000

New York, Dec. 14.—The gross sales of the Splitdorf-Bethlehem Electric Company for the first five months of its fiscal year to November 30 were \$2,400,000 and net profits before depreciation \$245,000. This is equal to \$3.65 a share on the 67,000 shares to be presently outstanding.

Depreciation policy has not yet been settled on, because an appraisal of the plants in June, 1925, showed a value approximately \$1,000,000 in excess of book value.

The stock has been listed on the Curb market and trading began today at 11 a. m.

The company is a merger of Splitdorf Electrical Company and Bethlehem Spark Plug Company. Except \$200,000 secured by a mortgage on the Bethlehem plant the company has no funded debt. Other directors are: Charles M. Schwab, Charles Splitdorf, G. B. Alvord, H. P. Ingles, Joseph Remick, T. S. Watson and James H. Ward.

Products include radio sets and parts, spark plugs, magnetos and a wide variety of other electrical goods.

## Sparks-Withington Goes On \$2 Basis

Cleveland, Dec. 14.—The Sparks-Withington Company, manufacturer of automobile parts and appliances, has declared an initial quarterly dividend of 50 cents a share on the new common and the regular 1% per cent. on the preferred, payable December 31 to stock of record December 19. The common stock was recently split four for one, the present dividend being equivalent to \$8 on the old stock.

## INTCONT'L RUBBER WILL RECAPITALIZE

Plans Dissolution of Holding Company as Part of Plan

NEW YORK, Dec. 14.—Stockholders of the Intercontinental Rubber Company have received notice of a special meeting to be held January 5 to consider a plan for the dissolution of the holding company and the pro rata distribution of its assets.

The Intercontinental Rubber Company owns all of the 31,370 shares outstanding of the Intercontinental Rubber Products Corporation and miscellaneous other assets. The remaining 29,030 authorized, but unissued shares are held subject to the conversion and subscription rights of holders of the company's convertible collateral notes.

Under the plan the miscellaneous assets of Intercontinental Rubber Company would be sold to the Products Corporation upon terms which will enable Intercontinental Rubber Company to make distribution in liquidation to its stockholders.

Simplification of the company's corporate structure will result in the elimination of a holding company which is no longer necessary. Directors believe the change in capitalization will facilitate payment of dividends on the stock outstanding in the hands of the public when ever earnings and financial position justify it.

Name of the Intercontinental Products Corporation of Delaware will be changed to the Intercontinental Rubber Company and the New Jersey company will be liquidated.

## Glidden Co. Common Put on a \$2 Basis

Cleveland, Dec. 14.—By declaring a quarterly dividend of 50 cents on the common stock, the Glidden Company today restored its common stock to a \$2 annual dividend basis. An initial dividend of 50 cents on the common was paid in April, 1920, which rate was maintained into 1921, since when no common dividend has been paid.

## Steel Average Unchanged at \$51.65

New York, Dec. 14.—There was no change this week in the Dow Jones average of eight important iron and steel products. Average remains at \$51.65 a gross ton, f. o. b. Pittsburgh, the same as in the past three weeks.

Present level is \$6.40 a ton lower than the 1924 high of \$58.05 and 11 cents higher than that year's low of \$51.54. High so far in 1925 was \$53.96, in February, and low was \$50.84, early in September. Average of thirteen pre-war years was \$37.11.

Following is a comparison of current prices with those of last week, the 1924 and 1923 high and low, the peak during the 1920 boom and pre-war average:

	Wire	Tin	Pig	Average
Dec. 11, '25	\$43.00	\$42.50	\$44.80	\$123.20
Dec. 4, '25	42.00	42.50	44.80	123.20
Feb. 8, '24	42.00	42.50	44.80	123.20
Nov. 7, '24	43.00	40.32	42.56	123.20
Apr. 30, '23	43.00	66.00	67.20	134.40
Jan. 23, '23	43.00	47.04	60.48	106.10
Aug. 8, '20	55.00	72.80	95.20	201.60
13-yr. average	1901 to 1913	28.00	34.18	41.56



**J.H. NEWMARK, Inc.**  
FISK BUILDING  
250 West 57th Street, New York City  
**AUTOMOTIVE ADVERTISING**



## Equipment Left Off Cars Boon to Accessory Men

### Stimulates Sales, Oakland Dealers Say; Other Reports

**L**ONG BEACH, CAL., Dec. 14.—The equipment that has been left off many motor cars, due to the cut in price, has provided a harvest for accessory dealers, is the report of dealers in this territory.

F. L. MacKenzie, manager of the MacKenzie Auto Supply Company, declares that November was the busiest month in the history of accessory trade in Long Beach. He stated further that he did not anticipate any slowing up in business for several months to come.

According to Charles A. Wiley of the Wiley Motor Supply store, November was easily a better month from standpoint of sales, compared to any other month this year.

### Chains Lead Week's Sales in Dubuque

**Dubuque, Ia., Dec. 14.**—Slippery pavements in the city and soft roads in many sections of the rural districts about Dubuque made automobile chains the biggest sellers in the automotive accessories field during the past week. The demand for holiday goods, however, is beginning to be strongly felt, and the majority of local dealers are featuring accessories suitable for Christmas gifts in their window displays and newspaper advertising.

The Newkirk Battery and Electric Company, which operates two stations in the business section of the city, is aggressively pushing holiday goods, and a prediction emanating from this company says that the holiday trade in automobile accessories will be greater this year than ever before.

The demand for cold weather accessories, such as winter fronts, robes and driving gloves, has not been quite as heavy during the past week as it was the previous week, due to a visitation of milder weather. Sales of chains, however, have increased.

### Christmas Goods Pushed in Oakland

**Oakland, Cal., Dec. 14.**—Large accessory stores here are following the department store practice of special window displays for Christmas.

Several of the equipment dealers on the row have the conventional Santa Claus in the just as conventional automobile distributing his accessory gifts.

The Christmas kit idea is working out very satisfactorily, say dealers and salesmen. The old reliable necktie for Dad is

being replaced by some handy appliance for the car.

The Western Auto Supply Company is still hammering away on tires, advertising widely the fact that its rubber line took no raise in price during the recent general elevation. Its 15 per cent. off robe sale is also meeting with fair response.

Jones Auto Supply Company is staging a "money saving" sale wherein it offers every article in stock at a discount of from 20 to 50 per cent. Its Christmas suggestions include vanity cases, clocks, vases, gloves, cigar lighters, ash trays, tool kits and fancy radiator caps.

### Cold Snap Helps Sales in New Haven

**New Haven, Conn., Dec. 14.**—The cold snap which has visited this vicinity during the past ten days, coupled with the holiday spirit, is helping local accessory dealers. Many items in their line are moving exceptionally fast, especially car heaters, weather stripping, gloves, chains, horns and wipers.

### Christmas Sales Aid New Orleans Dealers

**New Orleans, La., Dec. 14.**—"Give Something for the Car for Christmas" window and counter displays appeared this week in New Orleans accessories shops and garages and filling stations, and the early response indicates that the record set last December, when \$35,000 worth of automobile parts and accessories were sold here as gifts, will be surpassed.

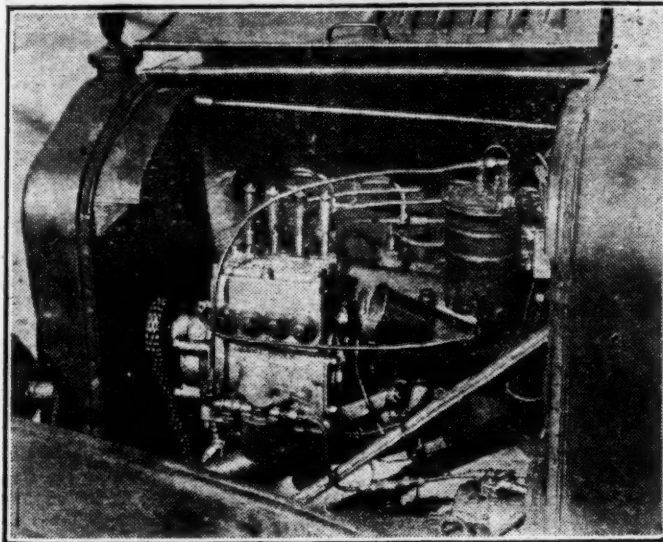
The idea was introduced here in 1922, but not until last year when the five local wholesale houses, acting under a plan sponsored by the National Automotive Equipment Association, supplied all dealers with cards and banners and conducted a newspaper advertising campaign did the public generally adopt this form of presenting.

Every branch of the automotive trade has traced increased business due to the campaign. Battery men, who did not believe their wares would be considered as Christmas gifts because they would not be visible to remind recipients of the givers, say dozens of such sales were made last year and orders have already been booked for delivery this Christmas. Most of these, they said, will bear the card "To Dad from the Family."

### HAS 9,757 CARS

**Green Bay, Wis., Dec. 14.**—The city assessor's report shows that Green Bay has 9,757 automobiles and motor trucks in the county, 4,990 of which are owned in the city of Green Bay.

**FORD ENGINE**, shown below, feeds on kerosene and furnace oil and is said to average eighteen to twenty-three miles on the gallon without loss of power. The fuel is atomized and introduced into the combustion chambers by means of spray nozzles. No carburetor is used for feeding the oil, but a small one is attached to introduce gasoline from a small tank when the engine is cold.



## Dubuque Dealers Divided On Time Payment Plan

**DUBUQUE, IA., Dec. 14.**—Sentiment in automotive circles in Dubuque is divided on the plan of deferred payment on repair jobs, according to expressions from leading automobile dealers here. There are at present no garages or repair establishments doing business on this basis, and no dealers have as yet announced their intention of inaugurating this policy.

Some of the dealers, while expressing a reluctance to enter into this field of business, state that they believe that in a few years it will be the general practice.

Max Belsky, of the Belsky Motor Company, Buick distributors, who operated a large repair department in connection with his sales department, stated that it was the general opinion that installment plan payment on repair jobs will probably be in fairly general practice within another two or three years. It is likely also, he said, that tire dealers throughout the country will enter this field, as the tendency in the automobile business today seems to be for the buyer in medium circumstances to buy with his future income rather than with the savings from his earnings in the past.

"Up until a comparatively few years ago," he said, "the purchase of cars on a time payment basis was not a general practice. When the Belsky firm started in business it was unknown. Now seventy-five per cent. of our sales are made on a time payment basis."

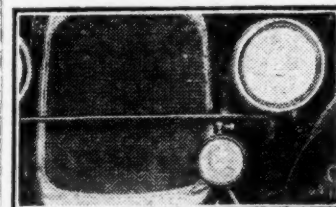
One of the firms which has given favorable consideration to the deferred payment plan on repair jobs is the Kline Motor Company, Oakland dealers. A repre-

sentative of this firm stated that the company had given the matter consideration several times within recent weeks, and the success with which it is being tried out in Eastern cities has led the company to believe that the plan would probably work out successfully here.

The general stand taken on the subject by auto dealers and repair men is to the effect that the plan, if tried, would be put into effect on repair jobs of a large amount only. They believe that all dealers should agree on a minimum price below which deferred payment would not be permitted.

### New Accessories

#### S. & M. ROAD LITE



A new model driving lamp is being marketed by the S. & M. Lamp Company, 118 West 36th St., Los Angeles, Cal., under the designation of No. 85.

As shown in the illustration, it attaches beneath the headlights at the front of the car on the left side. It can be mounted on the spring horn, the lamp tie-rod or the frame tie-rod.

The manufacturers claim it throws a powerful beam and is an effective light for driving in misty weather. It illuminates the road, and yet does not interfere with the vision of oncoming drivers, since it is mounted at a low level and directed on the road, they say.

When headlights are dimmed on approaching cars, this driving lamp remains lighted and will guide the driver until he has a clear road again.

#### Colored Bumpers

The Central Brass and Fixture Company, Springfield, Ohio, manufacturer of Buckeye bumpers, is now producing its bumpers in attractive color finishes, as well as in the standard de luxe and nickel finishes.

The new Buckeye bumper rail assemblies are finished in colors to match the finish of the car. Prices remain the same, with the exception that on assemblies in color for smaller cars, namely, Ford, Overland, Chevrolet, Star and Gray, \$1.50 is added to the list price.

## Pekin Wood Opens Plant in Helena

**Helena, Ark., Dec. 14.**—The Pekin Wood Products Company has installed and is operating a new plant here which fabricates knocked-down automobile bodies for shipment to assembling plants in the north.

Installation of the new plant has been under way for several months, and production only recently began.

The product comprises all the wooden parts of automobile bodies complete in the last detail of mill work for transportation to assembly plants. Hardwoods, yellow pine and other soft woods are used. J. M. Wiley is vice-president of the company.

There is a plant of this kind also at Memphis, Tenn., and another is being installed at Jackson, Miss., it is said.

## City Ordinance to Help Battery Men

**Canton, O., Dec. 14.**—Losses suffered by operators of storage battery repair and charging shops about the city resulted Monday night in council adopting an ordinance providing that all rental batteries be stamped in a manner indicating that they were rental batteries and that they be returned in not more than ten days unless a written order accompany them.

Several proprietors of battery shops about the city explained to council that they were suffering heavily from failure of certain customers to return batteries that had been rented and they believed an ordinance would cause prompt return of rented batteries.

The ordinance provides for a fine not to exceed \$100 and a sentence not to exceed thirty day or both.

## CORCORAN PRODUCING NEW PEERLESS FENDER

**Cincinnati, Dec. 14.**—The Corcoran Manufacturing Company announces that it is getting into quantity production of the new No. 7 Peerless commercial fender, for use on the model T, 1926 Ford chassis when converted into a half-ton truck job. The fender has the entire top drawn in one operation from a single piece of cold rolled strip steel, and is said to be an exact duplicate in design and construction of the front passenger car fenders on Ford cars. The company is also working on a complete set of dies to produce the 1926 model Ford passenger car fenders, and will have these ready for the jobbing trade by January 1.

## NEW MATERIAL TAKES SQUEAK OUT OF AUTOS

**Philadelphia, Pa., Dec. 14.**—A new material that is said to take the squeak out of automobiles and deaden the vibrations has been developed by the L. H. Gilmer Company of this city. It is called seald-edge.

Sealdedge is woven from cotton in one solid piece, treated with the sealing material and covered with graphite, so that metal will slide over it quietly. It can be cut, stamped or punched in any desired shape, and it is claimed that it will wear for the life of the car.

## ACCESSORY DEALERS ADD MAIL ORDER DEPT.

**San Antonio, Tex., Dec. 14.**—Nevelow Brothers of this city, who have five auto accessory stores, have added a mail order department and are making preparations to handle mail orders with efficiency and despatch. A catalog is being printed which will be distributed over their territory.

## OBERDORFER PICKS NEW REPRESENTATIVE

**Syracuse, N. Y., Dec. 14.**—M. L. Oberdorfer Brass Company has appointed three new representatives to their automotive division. They are Lee H. Ingram for Middle West, Roland S. Borcham, West Coast, and F. T. Reuter, South-west.

Continental policy has never permitted the risking of a valuable asset for a temporarily larger profit. Built on the solid rock of merit, Red Seal Continental Motors protect manufacturer, dealer and user.

## Continental Motors Corporation

Offices: Detroit, Mich., U. S. A. Factories: Detroit and Muskegon  
The Largest Exclusive Motor Manufacturer in the World



## Annual Show to Be Held in Amsterdam

Amsterdam, Holland, Dec. 14.—(U. T. P. S.).—The annual exhibition of motor cars, tires, parts and accessories will be held from January 15 to 24 at Amsterdam.

Chassis for motor trucks, coachwork and motor buses also will be shown.

The total number of exhibitors having made reservations to date is 102, of which 36 are American, 29 French, 15 British, 8 German, 6 Belgian, 6 Italian, 3 Austrian.

American exhibitors include Ajax, Auburn, Brockway, Buick, Diana, Dodge, Ford, Fordson, Hupmobile, International, Kissel, Locomobile, Lincoln, Marmon, Moon, Nash, Oakland, Oldsmobile, Overland, Packard, Pierce-Arrow, Reo, Rickenbacker, Studebaker, White, Wills Ste. Claire, Willys-Knight.

Principal small cars at the show are the Amilcar, Austin, Citroen, Clyne, Donnet-Zedel, Mathis, Morris, Opel, Essex, Graham, Hupmobile, Peugeot, Rhode, Rover, Singer and Wolseley.

## Ganschow Gear to Start January 15

Peoria, Ill., Dec. 14.—The William Ganschow Gear Company, which has leased a section of the Acme factory site, will begin production January 15 with a force of 150 men and expects to do \$100,000 business monthly on the basis of present orders. The Ganschow company has \$1,000,000 capital and manufactures gears and speed reducers, ranging from a quarter of an inch to fourteen feet.

William Ganschow is president of the company and David H. Weiss, financial manager. More than \$200,000 worth of equipment is being installed in the new site. The firm was launched in 1881 in Chicago and has a big Middle Western trade.

## INCREASED PRODUCTION FOR 1926 ANTICIPATED

Cleveland, Dec. 14.—A general increase in production which forecasts in 1926 one of the most prosperous periods in the history of the automobile industry in the United States is expected to get under way during the first few weeks of the new year, according to predictions here today by B. C. Seiple, Cleveland employment commissioner.

Seiple, who supplies much of the skilled labor and many of the technical men needed by the scores of automotive plants in this city, reached this conclusion after a careful study today of the employment records, as they affect these plants, for the first ten days of December.

"The automotive field here is the one which will first feel the new impulse in industry," Seiple said, "and an increase in production should probably be apparent before the first of the new year."

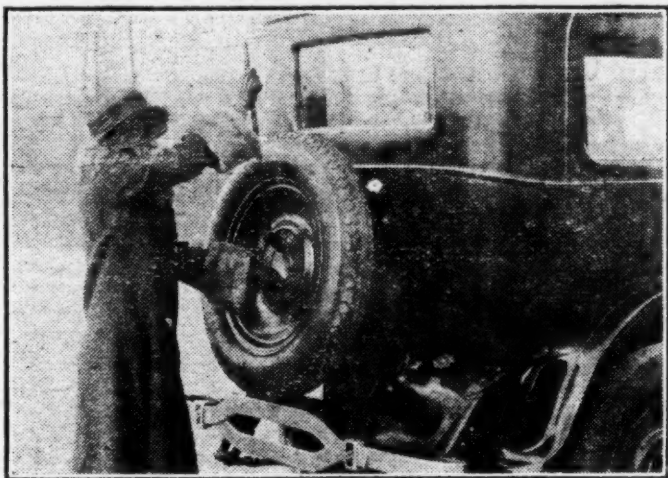
## NEW EIGHT-IN-LINE ANNOUNCED BY ELCAR CO.

Elkhart, Ind., Dec. 14.—The Elcar Motor Company of this city announces the debut of a new, Eight-in-Line, to take place at the shows. Few details are available at present, beyond the fact that the new model will be powered with a Lycoming motor of the same stroke, as the present Eight, but with smaller bore. The wheelbase is exceptional—127 inches to 132 inches; and the price will in all probability be lower than that of any eight of similar specifications.

### COPYRIGHTS NAME

Lansing, Mich., Dec. 14.—The trade name Gibraltar has been copyrighted by the Auto Body Company for use on both bus and automobile bodies. The copyright just granted gives the local company exclusive right to use the name in connection with its products.

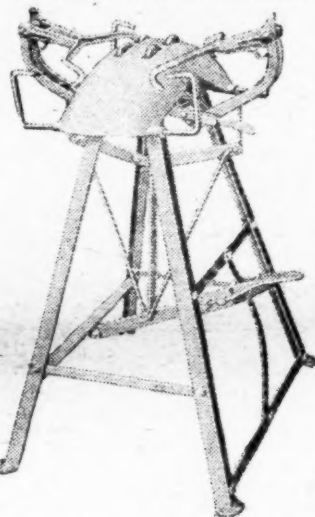
**TIRE CHANGING MADE EASY**—New appliance removes dead weight of the spare on disc-wheel automobiles. By simply operating a lever, disc wheel is lifted over the bumper without any effort on the part of the motorist, the inventors claim.



## Chevrolet Official Urges Flat Rate Service System

### Snop Equipment

#### WEAVER TIRE SPREADER



Model I Balloon Tire Spreader, made by the Weaver Manufacturing Company, Springfield, Ill., will handle balloon or high pressure tires with equal efficiency, the manufacturers claim. By a link arrangement the raising or lowering of a lever handle instantly adjusts the spreader to accommodate all sizes of balloon tires up to and including 7.3-16 inches and high pressure casings up to 5 inches.

The machine enables the repair man to make a complete inspection of the interior of the tire to locate any break or other injury, it is claimed. When the hand lever is drawn up to a horizontal position the links which connect the lever to the spreader arms force these arms to move outward and upward to permit the jaws to be placed over the beads of the largest balloon tires.

A latch on the hand lever locks the arms in position until released. The tire is spread by pressing down on the foot pedal.

### TO DISTRIBUTE FERODO

San Francisco, Dec. 14 (U. T. P. S.).—The Hoover Spring Company of San Francisco has been named northern California distributor for the Ferodo brake lining. It was announced here last week. The Hoover company has one of the largest plants for spring and brake lining work in California.

### ON TIME PAYMENTS

Seattle, Wash., Dec. 14.—The Seattle Auto Rebuilt Company, Northwest distributors for Glassmobile, announces that the inclosures can now be purchased on easy time payments.

Minneapolis, Dec. 14.—In connection with opening of enrollment for the Chevrolet service school for Zone 4 by the Chevrolet Motor Company of Minneapolis, J. E. Shertzer, manager of the parts and service division, is strongly urging the value of flat rate service system.

"When any one goes into a store to buy an article, from toothpicks to automobiles, there is always a very definite interest in the price," he says, "whereas in the service station where flat rate is not used the price is quoted after the work is completed, oftentimes to the astonishment and discomfiture of the customer because of the size of the charges."

"By flat rate system it is meant that any repair work is covered by a definitely named operation, that time studies have been conducted on the operations and that a definite, fair and reasonable time allowance has been determined on each operation and that this time allowance is fair to all shops regardless of their locations."

"Each shop, however, may and does have different overhead expenses and the labor rates differ in the various towns and cities. These differences are taken into consideration in setting the selling price of labor by the hour."

Stating that once the price per hour is established, the only computation necessary is to multiply the hourly rate by the time allowance, thus getting the total amount to charge for the work, he cites these advantages of the flat rate system:—

It enables the dealers to arrive at a definite cost on each operation.

It enables the dealer to quote a definite, accurate labor charge to the owner, regardless of the size of the job.

It enables the dealer to make definite promises as to time of delivery of the completed work.

It enables the dealer to inaugurate a bonus system or profit-sharing plan.

It speeds up work through the shop.

It eliminates part of foreman's supervision.

It creates the ability to increase wages and obtain a proportionate increase in profits without extra cost.

It creates an air of efficiency and ability which could not be obtained in any other way.

It saves floor space through faster movement of work.

It saves arguments as to price.

It induces cash business, as customers know what the cost will be and can come for the car prepared to pay the bill.

## Buffalo Reports Boom In Machine Tool Trade

### Replacement Parts

#### PISTON RINGS

Two types of piston rings have been put on the market by the Pennsylvania Piston Ring Company, Cleveland, O. The first, known as Snap-Pe-Pep, is a plain ring and is made of closed grained gray iron.

Each ring is individually cast with the skin of the metal preserved intact to insure constant pressure under extreme motor heat. The manufacturers claim they are elastic and resilient with an equal and constant pressure. Dimensions are held to S. A. E. standards.

By conforming to the contour of the cylinder the ring is said to assure compression and stop leakage of gas. A complete range of sizes and oversizes for each is carried in stock by the factory. Price, 25 cents each.

The Seal-Pep ring, made by the same concern, is an oil-drain ring and is said to keep excess oil from reaching the combustion chamber. A positive oil drain is provided by a groove cut around the lower edge of the ring and oil canals are milled through this groove.

On installation, oil holes are drilled in the back of the piston ring groove. In action, the knife edge of the ring scrapes the excess oil from the cylinder walls on the down stroke of the piston and it flows through the canals back to the crank case.

These rings have a tooled finish which wears in as soon as they are installed and takes up any reasonable variation in the roundness of the cylinder, it is claimed.

All regular sizes and oversizes are kept in stock. Price is 50 cents.

### CENTRAL BRASS PLANS ANOTHER WAREHOUSE

SPRINGFIELD, O., Dec. 14.—Construction of a new warehouse at the plant of the Central Brass and Fixture Company, manufacturers of bumpers and automobile accessories, has been authorized and the contract let.

This will relieve the main plant so that additional facilities can be obtained for manufacturing purposes.

### O'BRIEN SALES MANAGER IN FLORIDA FOR DURANT CO.

New York, Dec. 14.—Norman O'Brien has been appointed sales manager of the Jacksonville, Fla., wholesale office of Durant Motors, located at 916 Main St., Jacksonville.

This office has jurisdiction over the wholesale business of Star cars and parts throughout the state of Florida and adjacent counties in Georgia.

### Regarded as Index to Health of Auto Industry

BUFFALO, N. Y., Dec. 14.—The machine tool trade, always an index of the business condition of the automotive industry, is booming around Buffalo. Some firms report that sales have been so heavy this fall that they will double last year's business.

Pierce-Arrow has been buying heavily of machine tools and is very busy right now, the machine tool men claim. The same generally applies to other automobile manufacturers in the Buffalo district.

Salisbury Axle Company, Jamestown, is exceptionally busy and placing heavy contracts for tools and equipment in anticipation of 1926 business.

Covert Gear and Manufacturing Company, Lockport, is another automotive concern reported as prosperous. Covert's machine tool orders are running heavy.

Malleable foundry plants of the district are doing 50 per cent. again more business than last year on account of the activity of the automobile industry. They are buying much new machinery.

Forging plants are running on full time, but are not such active buyers of machinery for the reason that they were quiet so long before the present era of prosperity that they have not yet exceeded their equipment capacity.

Buffalo has a great many small plants not directly connected with the automotive industry, but which are making parts for automobile manufacturers in this city, Cleveland and Detroit. They are being kept exceedingly busy with automotive work, along with the others.

Practically every manufacturing company which has anything to do with the automotive industry is very optimistic regarding 1926, and so great have been their combined orders for machine tools and equipment that most of the tool manufacturers and distributors are sold out for five and six months in advance.

### NEW CORPORATION

Concord, N. H., Dec. 14 (U. T. P. S.).—The secretary of state today granted incorporation to the Automobile Diamond Chain Company, the purpose being to manufacture automobile accessories and tire chains. The incorporators are Benjamin F. Worcester, who is chairman of the Republican State Committee; his son, Albert E. Worcester, both of Manchester; Stephen G. McDonald of Bridgeport, Conn., Harry Hartford and Cecil Dunlap of Lewiston, Ida., and John E. McLaughlin and L. Ashton Thorp of Manchester.



Every enterprising dealer has formulated an opinion as to what constitutes a good tire franchise. Write today for the Hewitt proposition and you will find that Hewitt Tires and the Hewitt Policy will come pretty close to your highest expectations.

HEWITT RUBBER COMPANY

Buffalo.

New York.



## Truck Sales Reported Good for This Season

CHARLOTTE, N. C., Dec. 14.—Salesmen here expect to continue to close truck sales right up to the holidays, because of the surprisingly heavy demand, which continued almost without let-up until ten days ago. A flood of business in the latter part of January is forecast.

Eastern North Carolina is the banner section right now for truck sales, though the mountain region of this state also is a fine field for sales. These territories are enjoying unusual prosperity because of tremendous yields of tobacco and cotton and an unprecedented building program. An unexpectedly brisk demand for trucks in the Piedmont and coastal regions of South Carolina is reported to factory branches and distributors.

Motor bus sales are representing an important item of the truck business in the Carolinas at this time. The demand for school buses is continuing good, though perhaps not equal to what it was last year at this time.

All of the establishments here handling leading lines of trucks reported that the business volume of the year now drawing to a close is far above that of 1924. International, Graham, White, GMC, and Mack lines all just about doubled this year their total of last year, according to reports, though the definite figures were not given for publication.

### EVANSVILLE, IND.

Evansville, Ind., Dec. 14.—Dealers in motor trucks of higher tonnage particularly see little change ahead in the seasonal slump of truck demand until January. This condition is explained in that larger users of trucks at this season like to carry this item of expense over into the budget for the new year.

Ten dealers here reported sales of twenty-eight trucks for the month of November. To six dealers the report represents an even level with sales of the corresponding month of 1924. The other four noted betterment in sales demand.

### SALT LAKE CITY

Salt Lake City, Utah, Dec. 14.—Truck sales are holding up well. For the week ending December 5 eighteen trucks were registered at the state capitol. The previous week twenty-three were registered. For the week ending November 14 there were fifteen, and twenty-two for the week before. For the last week in October the number of trucks registered was twenty-four. During the past week nine Fords were sold, Chevrolet, with three sales, being next.

The outlook for truck sales during the remainder of the winter is generally regarded as good. The retail merchants should be good customers. Their business is improving considerably as a result of the excellence of the industrial situation.

### WACO, TEXAS

Waco, Tex., Dec. 14.—Truck sales here last week came out of the coma into which they had been projected the week before, and a fairly heavy sales record was the result. Truck sales seem to be on the increase, and it is practically assured that business will be good in the spring.

The use of the truck in hauling, both for short and long distances, is readily increasing here. Several companies already make use of the truck for a commercialized transfer business. One truck line goes from here to Wichita Falls, a distance of over 350 miles. Several others play outwards for shorter distances.

### CANTON, OHIO

Canton, O., Dec. 14.—Majority of truck dealers are concentrating their efforts now on mapping out some sort of an intensive merchandising campaign, which they plan to launch soon after the first of the year.

## WEST VA. TRUCK OPERATORS LOSE

### Will Carry Fight on License to State Legislature

Charleston, W. Va., Dec. 14.—Owners of motor trucks who have been engaged in a fight before the state Road Commission, seeking to change the classification of trucks for license purposes, seem destined to lose their cause. Members of the Road Commission have taken the position that they are powerless to change the provisions of a law enacted at the regular session of the 1925 Legislature.

The law in question provides that the license fee for trucks used in the moving and storage business and "for hire" purposes shall be double that charged to owners who use their trucks in their own business. The highway commission takes the attitude that the law is mandatory and that the motor vehicle department is compelled to enforce the provisions.

The truck owners, who perfected a state organization to carry on a campaign against the double registration fee, expect to take their grievance to the Legislature, which is expected to hold an extraordinary session next spring to consider taxation and water power measures.

Clarence J. Bailey of Huntington was elected president of the West Virginia Truck Owners' Association, organized for the purpose of prosecuting an organized fight for the reclassification of motor trucks used for public hauling. E. P. Tayntee of Morgantown was chosen vice-president and Carl F. Bailey of Huntington was elected secretary-treasurer. L. A. Hess of Clarksburg and Clifford Turner of Buckhannon were named directors, and Houston G. Young of Charleston, former secretary of state, was chosen as counsel.

The Clarksburg Truck Owners' Association is the name of another organization formed for the same purpose. L. A. Hess and Dorsey Mitchell are members of a committee to draft by-laws. Monthly meetings are to be held by the body.

### CAPITAL OF \$4,000,000 IN S. F. TAXICAB MERGER

San Francisco, Dec. 14 (U. T. P. S.).—Further expansion of the Yellow and Checker Cab Company, now the largest west of Chicago, was announced here with the word that two Fresno taxicab companies have been absorbed by the new corporation.

The concern was organized with the merger of the Yellow and Checker Cab companies of San Francisco a few weeks ago. Immediately afterward three Los Angeles companies were taken under the same banner. The Fresno deal is the latest development.

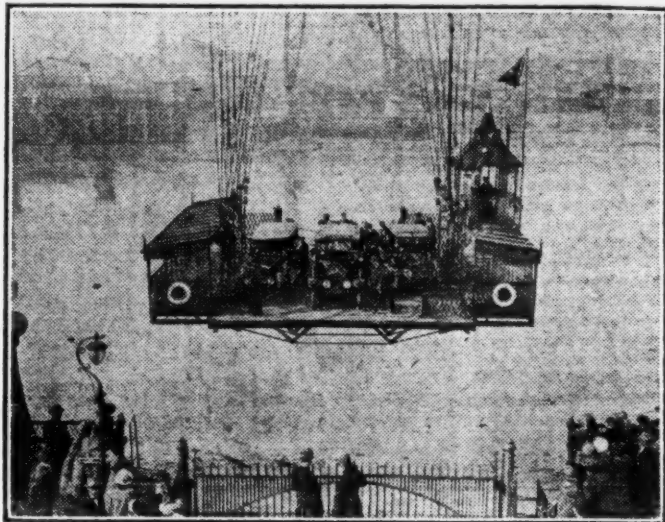
The combined capitalization will be \$4,000,000.

Arthur O. Smith, general manager of the new corporation, has announced that all Fresno employees will be retained.

### REVENUE APPORTIONED

Glendale, Cal., Dec. 14.—The largest quarterly apportionment of gasoline tax collections ever made is the total of \$7,620,000 just announced for the state. This money is divided between the state and the counties for road maintenance and reconstruction.

**LATEST THING IN FERRIES!** This aerial ferry is in operation at Newport in Wales, England. A half dozen automobiles may be carried on each trip.



## States Report Gas Tax Collections for Year

Madison, Wis., Dec. 14.—In seven months this state of Wisconsin has raised a total of \$3,411,776.66 from its two-cent gasoline tax.

### PROPOSE GAS TAX

Halifax, N. S., Dec. 14.—It is proposed to tax the gasoline in this province in the near future, according to reports current here recently. Nova Scotia at present has no gasoline tax and the proposed legislation will follow, no doubt, the reduction by the government of the license fees for motor cars.

### COLLECTION HIGH

North Adams, Mass., Dec. 14 (U. T. P. S.).—According to reports received here the State of Massachusetts will receive close to \$10,000,000 in automobile receipts this year, breaking all previous records, and more than \$1,000,000 of the total receipts for 1924.

Up to November 1, the total receipts according to the registrar of motor vehicles was \$9,138,889.50.

### YIELDS \$12,500,000

Kansas City, Dec. 14.—Missouri's gasoline tax of two cents a gallon and registration fees on motor cars will yield \$12,500,000 for road purposes in 1925, the state oil inspection department announces. The figures are based on collections to date and an estimate on the receipts for the rest of the year.

### EXPECT TAX INCREASE

Dubuque, Ia., Dec. 14.—Heavier burdens for autoists of Iowa and Illinois is the prediction of the Mississippi Motor Club in a statement issued for publication recently. An increase in the gas tax in Iowa, and the passage of gasoline tax legislation in Illinois are in prospect within the next fifteen months, it is said.

Iowa motorists now pay a gasoline tax of two cents a gallon. It is said that Gov. John Hammill and the Iowa Highway Commission are behind a movement for a higher gasoline tax, and will urge upon the Legislature to increase the tax to three cents when it convenes in January, 1927.

### NEW CLETRAC TRACTOR NETS MANY ORDERS

Cleveland, Dec. 14.—"Very satisfactory" orders for the new Model K Cletrac were reported today by H. E. Orr, advertising manager of the Cleveland Tractor Company, manufacturers. Orr said officials of the company had been highly gratified by recent orders for the new model from Europe and South America. The model, which is now in full production, was first exhibited at a convention of the company's sales force held here three weeks ago.

### COUNTIES DISSATISFIED

Topeka, Kan., Dec. 14.—A report made public here, showing that the counties that pay most tax are receiving far less in return than the counties in the western part of the state that pay comparatively little tax, is causing dissatisfaction among motorists in the state.

Wyandotte county, the largest in the state, received as its share of the gasoline money \$69,860 for the first six months and in that time paid in \$153,915. Wichita county in the same time has paid in \$1,950 and under the distribution announced will get \$11,249.

### TO DISTRIBUTE RETURNS

Richmond, Va., Dec. 14 (U. T. P. S.).—C. Lee Moore, auditor of public accounts is preparing to distribute to the counties of Virginia the sum of \$113,666.93, which represents receipts from the 3-cent gasoline tax during the month of October, the counties' share of the tax being 1 per cent. Although much of this tax is paid for gasoline consumed while operating automobiles in cities, none of it goes to the upkeep of streets in the municipalities of the state.

### COLLECTIONS REPORTED

Boston, Dec. 14 (U. T. P. S.).—The receipts in Massachusetts during the first ten months of 1925 from tax on motor cars and accessories was \$1,643,567. These are the figures of the Internal Revenue Bureau at Washington released here today.

On trucks and wagons Federal government got \$68,419, while on cars and motorcycles \$466,994 was realized. On tires, parts and accessories the taxes from the Bay State totaled \$1,108,154.

### DIVIDING RECEIPTS

Santa Rosa, Cal., Dec. 14 (U. T. P. S.).—The six counties of northwestern California will receive \$130,814.03 of the state gasoline taxes collected during the quarter which ended September 30.

### WAYNE COUNTY, MICH., HAS MUCH ROAD WORK

Detroit, Dec. 14.—For the year 1925, the Wayne County Board of Road Commissioners, through its chairman, Edward N. Hines, reports the construction of 909,661 square yards of 9-inch concrete laid, developing 7.82 miles of new roads and widened old roads. Since September 15 there have been laid 190,593 square yards of 9-inch concrete, consisting of 11.62 miles of new roads and 2.5 miles of old roads widened. All of the mileage will have been opened to traffic by January 1, 1926.

## COSTA RICA IS GOOD CUSTOMER

Ninety-nine Per Cent. Of Automotive Import from U. S.

By JOHN D. LONG

NEW YORK, Dec. 14.—The commercial interests of the Republic of Costa Rica are represented at the Port of New York by Consul General Manuel Antonio Bonilla.

Asked by the writer, "What proportion of the automotive vehicles in Costa Rica are imported from the United States?" his answer was, "Ninety-nine and nine-tenths of the automotive products that we possess in Costa Rica come from the United States."

Costa Rica is one of the Central American republics with an area of 23,000 square miles and a population of half a million.

"As to roads," said the consul-general, "we have splendid plans for the future. We only await the necessary funds to realize these plans."

"In the northern part of our country we have many thousands of acres of land suitable for coffee culture and great fields suitable for rice and corn. But until we get roads we cannot open up these lands and until they are opened up my country will not enjoy the prosperity that is possible."

"Allow an illustration. Friends of mine bought some rich plantation lands and started to grow rice. There was only one channel through which the rice could be shipped and that was by a steamer that went fortnightly to Havana. But the shipping company refused to handle the rice unless it was first sold to them at their own price, a price ruinously low. The result was the abandonment of these plantations. Yet because there are no roads to these plantations, we are obliged to import rice in Costa Rica. Had we highways, this rice could be distributed by motor transport from the plantations to our people and sold at a profit."

"Costa Rica needs highway administration modeled along the lines of your state highway departments with a properly laid out system of roads. We need roads of a type such as we have seen in North Carolina, Minnesota and other states, in other words we shall have to start with lower cost roads and build the heavier types later."

"We shall have to borrow the money, but it will be a safe investment, for we know that the roads will pay for themselves."

"We now depend upon oxen to till our fields and transport our commodities, but if we had good roads we could use motor vehicles at a great saving of time and expense."

"Our vast areas of fertile but undeveloped land could be opened up for settlement upon some plan of homesteading and our people provided with means of bettering themselves if we only had a properly developed system of highways."

"As to the means of providing revenue to meet the cost of new highways there are various plans suggested, one of which is by an export tax on coffee for the culture of which our country is peculiarly adapted."

From the above it will be seen that the Costa Rican market for automotive products is comparatively undeveloped, yet last year we sold that country 148 passenger cars valued at \$106,567 and fourteen trucks worth \$10,617.

### TWO LINES BOUGHT

Minneapolis, Minn., Dec. 14 (U. T. P. S.).—The Twin City Rapid Transit Company has bought the equipment and routes of the American Auto Transit Company and the Kenney Bus Company of fifty-three buses for \$280,000. The American line has operated between Minneapolis and St. Paul, leaving only one independent line, the trolley company having bought a second intercity line eighteen months ago.



## Several Factors Cited For Slump in Tire Sales

**B**OSTON, Dec. 14 (U. T. P. S.).—Tire sales here are slowly but surely recovering the volume that was lost when the last tire increase went into effect.

It will be a long time before the normal volume of sales in new tires is reached, owing in part to greater economy resulting from higher prices and from the large business built up by used tire and rebuilt tire dealers.

Although tire price increases frightened off some buyers, there has been an increasing sale of balloon tires. Daily the tire dealer here is finding that his customers are changing to the balloons.

Tires do not make a Christmas appeal. Dealers here have pushed them as such but the appeal does not get across to the public any more than a loaf of bread or a ton of coal would if offered with Christmas as a selling point.

On the other hand tires as a New Year's suggestion are very good and already some dealers have linked up the idea of new registration and new tires with profit.

Tire men are quite enthusiastic concerning the proposed forming of a rubber club here in honor of Thomas Wales, pioneer of the rubber industry in this country.

### Weather Affects Sales Among N. Y. Dealers

**N**ew York, Dec. 14.—Tire dealers report a noticeable falling off of sales the past week, due to the rainy weather, which laid up cars. Those doing both retail and wholesale business were less affected.

Balloon tires are reported to be climbing steadily in sales volume. Three dealers report that cars went out from the factory equipped with balloons are beginning now to come back for replacement. They look, therefore, from now on for a steady boosting of balloon sales.

The Broadway Tire Repairing Company reports that repairs are "lively" on account of the high cost of rubber.

Bergen & Zaager, Inc., sales were 60 per cent. balloons, a big increase over last year, according to B. Bergen of the firm.

Eagle Tire Company wholesale trade has balanced up the fluctuations in the retail, according to E. I. Miller, one of the owners. Business fell off somewhat in November from October, with about \$500 difference in charge accounts, and something less in cash. One-third of sales were balloons last week.

S. Hershenstein of the S. H. Rubber Manufacturing Company, says that business holds the same, which means "good." He sees little change from November. He has on hand now many orders for future delivery—more orders for the month of December than for four years back. "Balloons are slow with us," he says.

### Fair Activity Reported Around Madison, Wis.

**M**adison, Wis., Dec. 14.—Despite the falling off in car sales in Dane county, tire dealers of this vicinity are reporting very little if any slump in business. Two firms reported an increase in tire sales for the month.

This is probably due to the fact that frozen roads and hard ruts are very damaging to balloons, tire men say. Repair concerns second this, saying that they have many cases of bad bruises and damage to tires due to hard roads and ruts.

### Repair Work Brisk Among K. C. Dealers

**K**ansas City, Dec. 14.—Tire business in Kansas City, while quiet, is considered by dealers as seasonal, with a few dealers reporting an increase in business for the first part of December.

Neal Robinson of the Rockhill Tire Company reports sales as good for this season of the year. "We

are having a good business on new tires and selling all the used tires that we can get hold of," he said. "Repair business is especially good now."

The M. & M. Tire Company's sales for the first week in December were more than in the last two weeks of November.

The Soden Tire and Battery Service Company reports tire sales as fairly good, with plenty of repair work.

### December Show Month In San Francisco Field

**S**an Francisco, Dec. 14 (U. T. P. S.).—Prospects of local tire dealers adding to their increase in business during December, such as has marked the previous eleven months of 1925, did not appear bright during the first week of the month.

Dealers report that business has now slackened off to the normal winter trade of the same month last year. The total volume of business for 1925 will show a large growth over previous years, but December will not add to the total.

The usual winter slack in trade and the prevailing high prices of tires have combined to retard business, dealers say.

The Granfield Tire and Supply Company reports an increase in demand for balloon tires. Purchasers of solid tires have practically gone out of the market, due to advance buying before the last tire raise went into effect. The Granfield Company, however, has had an increase of nearly 500 per cent. in its repair business.

Brooks & Scales, Inc., also reports a thriving repair business. Balloon tires are selling well and tubes are keeping pace.

The Pacific Tire Sales Company, which carries on an extensive commercial trade, has found sales have dropped materially during the last two weeks, and most of the business is in making deliveries on predated sales.

### Canton Trade Warned Of Coming Price Rise

**C**anton, O., Dec. 14.—A survey of the leading tire dealers in Canton and immediate vicinity this week disclosed sales at a minimum and prospects none too bright for the remainder of the month of December. The first week witnessed a decline in sales as compared with the same week the month previous. As compared to a year ago, sales are about the same.

Dealers are passing along the word to their customers this week that another price increase on passenger car tires of approximately 15 per cent. will be effective January 1, this announcement having been forthcoming from several of the large tire manufacturers.

### Waco Sales Keeping Even With Last Year

**W**aco, Tex., Dec. 14.—Tire sales at this part of the year are about even with the same time last year, it is indicated from reports coming from local dealers.

Sales of balloon tires ranged from 15 per cent. to 50 per cent. by volume. Goodyear balloon tires, handled by the Brown Tire Company, maintained their lead in this field with a report that 50 per cent. of sales were balloons.

As a general rule, the stock is above normal for this time of year. The most optimistic report this week came from J. H. Lawless, tire sales manager of the Herrick Hardware Company. He reported that notwithstanding the cotton crop failure, sales for the past thirty days showed a flat 35 per cent. increase over sales for the same period of 1924.

### SAMSON TIRE CO. HAS 300% SALES INCREASE

**C**ompton, Cal., Dec. 14.—The Samson Tire Company, whose factory is located here, has had an increase of 300 per cent. in sales since January, 1925, according to Ben Schleicher, an official of the concern.

"Despite the fact that we have increased our heaters vulcanizing equipment and calendars, we still find ourselves unable to meet the demand for more tires," stated Schleicher. "The demand has become so great that we find ourselves planning further expansions at the plant."

The opening of new territory in the East is held largely responsible for the huge increase in volumes. Orders are being received for car load lots of Samson tires.

### TIRE SALES DOUBLE

**C**olumbus, O., Dec. 14 (U. T. P. S.).—The Scanlon Tire Company announces that sales increased 200 per cent. in 1925 over the records of the previous year. The company has installed a new battery department and is now in a position to handle over 300 batteries at one time in the charging and service departments. The company is the exclusive distributor for the Swinehart tires and Willard batteries in Columbus and Central Ohio.

### Dunlop Co. Has No Accident in 33 Days

**B**uffalo, Dec. 14.—The Dunlop Tire and Rubber Corporation has broken all previous safety records by going thirty-three days without a single lost-time accident.

The best previous record was eighteen days.

The safety committee in this intensive drive on carelessness has had the co-operation of all department heads and the rank and file of Dunlop workers. Even green hands have given splendid co-operation, officials report.

The "Q" department leads the plant, having had no lost-time accident since last April 1.

### RECEIVERSHIP ASKED

**D**es Moines, Ia., Dec. 14.—Myle Lee, president of the Iowa Cord Tire Company, has been named receiver for the company by Judge J. E. Myer in district court on petition of the company. It was set forth that while the company is solvent, its assets exceeding its liabilities, there are financial problems ahead which officers believe can best be met through a trusteeship. The collection of a large amount of stock subscription notes is said to be the principal reason for the receivership. The petition followed as answer to a suit to

### LEWISTON RUBBER CO. PLANS AUGUSTA BRANCH

**L**ewiston, Me., Dec. 14 (U. T. P. S.).—The Lewiston Rubber Company, the largest retailer of rubber goods in the state of Maine, and whose slogan is "If it's made of rubber we sell it," are going to open a branch in Augusta, the state capital, in the near future.

The local and main store of the concern is at Lisbon and Pine Streets here. The Augusta location will be on the principal business thoroughfare of the capital city.

The new store will not be as large as the one here but it will be unusually well stocked. The firm carries tires, wearing apparel, druggists' sundries and lives up to the slogan all the time. It also carries on a wholesale business from its quarters here with dealers throughout Maine, New Hampshire and Vermont, and is steadily developing larger territory in the wholesale end.

Joseph A. Rainville is the general manager of the concern. He served in the chemical warfare division in the World War.

collect \$2,000 in open accounts held by the Eagle-Pilcher Company. It was stated that the company's property is worth \$200,000. Open accounts are listed at \$12,500; taxes, \$18,000; and secured claims, \$14,000.

—and Mr. Campbell of U. S. Chain READS A. D. N.!

## UNITED STATES CHAIN & FORGING CO.

UNION TRUST BUILDING

PITTSBURGH, PA.

Oct. 26, 1925.

Alexander Johnston, Editor,  
Automotive Daily News,  
1926 Broadway,  
New York City

Dear Sir:

I am very greatly interested in the Automotive Daily News and feel that it meets a real need for up-to-the-minute news and merchandising service in the industry, and I feel that you have hit upon a service which will be very greatly appreciated by all the manufacturers, as well as the jobbers and dealers.

Yours truly,

U. S. CHAIN & FORGING CO.

*Frank H. Campbell*  
General Sales Manager

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Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below—  
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## Canada Wrestles With Speed Limit Problem

**TORONTO, Dec. 14 (U. T. P. S.).**—A speed limit of thirty-five miles per hour on the provincial highways of Ontario in place of the present limit of twenty-five miles is to be strongly urged upon the government of this province by the Ontario Motor League.

The board of directors of the league at a recent special meeting called to discuss the speed regulations in this province unanimously went on record for the increase to the 35-mile limit, but for the present rate of twenty miles in cities, towns and villages remaining as it is.

While there was a strong opinion in favor of abolishing the speed limit entirely in the open country, it was felt by the meeting that this might be a little too drastic a step to take from the present comparatively low limit of twenty-five miles and the alternative proposal of increasing the limit instead was decided upon.

It was pointed out, however, that a very strong case could be made out for the abolition of the speed limit entirely and in its stead making it compulsory upon all motorists to at all times carefully exercise care and prudence in driving. It was held that while such a provision is already embodied in the law, this most important phase of it was almost lost sight of by the courts, who were at present more or less bound by technical infringement of speed, when the speed of the car at the time might have under the circumstance been perfectly safe. With the speed limit abolished, the circumstances under which the car was driven would be the determining factor in all cases which came under the law and

would insure justice to all concerned.

It was further brought to the attention of the meeting that Commissioner A. W. Campbell of the Dominion Department of Highways, who had recently voiced the view that the time had arrived for the abolition of technical speed limits, had made the statement that the modern construction of the present highways enabled high speed without injury to the roadbed. This, of course, applied only to passenger vehicles and light, pneumatic-tired trucks. The heavier, solid-tired vehicles of course having to be subjected to special regulation at all times.

The higher speed was considered as being an inevitable necessity both from the point of view of safety and economy. As the regulations now stand the roadways are daily becoming more congested, not only seriously delaying transportation and being a cause of constant danger to all on the road, but rendering the only other alternative to higher speed the opening up of much more additional roadway and the costly widening of those already in existence.

The fact was also pointed out that the speed limit in most of the states in the United States was considerably higher than here, averaging as it did from thirty-five miles per hour upward. As a consequence the many thousands of American

**FRED J. WAGNER**, veteran automobile race starter, is shown below in a happy mood just after nineteen leading drivers had presented him with a Master Six Buick Sedan at Culver City, Cal. Pete De Paolo, 1925 track champion, who conceived the idea of presenting the car, is the racer with the wings on his uniform.



tourists who visited here found it very trying and irksome to travel at the reduced speed prevailing in Ontario, and as a consequence the highly remunerative traffic which the province was anticipating from this source was in danger of being very seriously curtailed if the law in this regard was not changed.

A minimum speed law was also discussed at some length, it being conceded that those who drove too slowly in faster-moving traffic were in some instances just as dangerous as those who drove with reckless speed. It was decided, however, that the present law covered this phase of the situation in that it prohibited driving in a manner dangerous to the public. This was

to be tested out in the courts and in the event that the courts did not so interpret the meaning of the law the league will take steps to have the law so amended as to leave no doubt as to its application to too slow driving in faster-moving traffic.

In order that steps may be taken to have the speed regulations of the province amended at the coming session of the Ontario Legislature the Ontario Motor League will wait upon George S. Henry, Ontario minister of public works and highways, and urge upon him the advisability of the government undertaking the bringing about of such a change in the regulations when the provincial House meets

## Oppose Diverting Auto Tax Returns

**Cleveland, Dec. 14.**—Ohio automobile clubs have started a campaign to force Ohio cities to spend the 30 per cent. share of the state's annual \$21,000,000 revenue from auto tags and the gasoline tax, which is allotted to them, in construction and maintenance of improved streets.

The fight will center in an appeal from a ruling of Judge Newton of Portage County, which permits the city of Kent to divert its \$7,000 share of the auto tax revenues to general city expenses. Recently enacted state legislation allotting 30 per cent. of the state auto revenues to the city specifies that this money shall be spent for highway maintenance.

## ANNOUNCE INQUIRIES FOR AUTO PRODUCTS

**Washington, Dec. 14.**—The brief list of foreign inquiries for American automotive products has been made public by the automotive division of the Department of Commerce. The numbers prefixed to the following trade opportunities refer to the names and addresses of those making inquiry and may be obtained by applying to the department or any of its bureaus or co-operative offices:—

### Purchasers

England—18152. Tires for low priced cars.  
Germany—14097. Machine tools for automobile industry.  
Portugal—18142. Gasoline. 18143. Lubricating oils and greases.

### Agents

Austria—18068. Automobile repair shop machinery.  
Italy—18127. Automobile accessories.

# CURRENT PRICES OF PASSENGER CAR MODELS

<p><b>AJAX—6-cyl. 108 W. B.</b> 5 Touring .....\$365.5 Sedan .....\$395.5</p> <p><b>APPERSON—6-cyl. 120 W. B.</b> 5 Touring .....\$1,575.5 Sedan .....\$2,104.4 4 Coupe .....2,950.5 Brougham .....1,050.5</p> <p><b>APPERSON—Straight 8-cyl. 130 W. B.</b> 5 Touring .....\$1,995.5 Brougham .....\$2,450.5 4 Coupe .....2,450.5 Sedan .....2,595.5</p> <p><b>AUBURN—6-cyl. Model 66. 120 W. B.</b> 5 Touring .....\$1,395.5 Sedan .....\$1,990.5 4 Roadster .....1,495.5 Brougham .....1,695.5 3 W. Sedan .....1,845.5 Sedan .....1,795.5</p> <p><b>AUBURN—8-cyl. 120 W. B.</b> 5 Touring .....\$1,975.5 Sedan .....\$2,350.5 4 Roadster .....1,995.5 W. Sedan .....2,400.5 3 Brougham .....2,550.5 Sedan .....2,650.5</p> <p><b>BUICK—6-cyl. Standard Six. 114 1/2 W. B.</b> 5 Touring .....\$1,150.5 Sedan .....1,295.5 4 Roadster .....1,125.5 Coach .....\$1,195.5 3 Coupe .....1,275.5</p> <p><b>BUICK—6-cyl. Master 6. 120 W. B.</b> 5 Roadster .....\$1,250.5 Coach .....\$1,395.5 4 Touring .....1,295.5 Sedan .....1,495.5</p> <p><b>BUICK—6-cyl. 128 W. B.</b> 4 Roadster .....\$1,495.5 Sedan .....\$1,895.5 3 Touring .....1,825.5 Brougham .....1,925.5 2 Coupe .....1,795.5 C. Club .....1,765.5</p> <p><b>CADILLAC—Standard. 132 W. B.</b> 5 Brougham .....\$2,995.5 Sedan .....\$3,195.5 4 Victoria .....3,095.5 Sedan .....2,295.5 3 Coupe .....3,045.5 Imperial .....3,435.5 2 Coach .....2,995.5</p> <p><b>CADILLAC—8-cyl. Custom. 138 W. B.</b> 5 Phaeton .....\$3,250.5 Suburban .....\$4,295.5 4 Touring .....3,250.5 Imperial .....4,485.5 3 Coupe .....4,000.5 Road (132WB) .....3,250.5 2 Sedan .....4,150.5</p> <p><b>CASE—Model X. 122 W. B.</b> 5 Touring .....\$1,595.5 Victoria .....\$2,290.5 4 Roadster .....1,570.5 Sedan .....2,395.5 3 Suburban .....2,390.5</p> <p><b>CASE—Model J. I. C. 122 W. B.</b> 5 Touring .....\$1,885.4 Suburban .....\$2,480.5 4 Roadster .....1,840.5 Sedan .....2,590.5 3 Sport .....2,160.5 Brougham .....2,590.5</p> <p><b>CASE—Model Y. 132 W. B.</b> 5 Touring .....\$2,225.7 Sedan .....\$2,975.5</p> <p><b>CHANDLER—128 W. B.</b> 5 Touring .....\$1,495.4 Roadster .....\$1,785.5 4 Touring .....1,595.5 Sedan .....1,490.5 3 Brougham .....1,695.5 Sed. De L. .....1,795.5 2 Roadster .....1,895.7 Sedan .....1,895.5</p> <p><b>CHEVROLET—Superior. 103 W. B.</b> 2 Roadster .....\$525.5 Coach .....\$695.5 3 Coupe .....675.5</p> <p><b>CHRYSLER—6-cyl. 112 1/2 W. B.</b> 5 Touring .....\$1,395.5 Sedan .....\$1,695.5 4 Coach .....1,445.5 Brougham .....1,865.5 3 Roadster .....1,625.4 Royal Coupe .....1,795.5</p> <p><b>CHRYSLER—4-cyl. 109 W. B.</b> 5 Coupe .....\$395.5 Coach .....\$1,045.5 4 Coupe .....995.5 Sedan .....1,095.5</p> <p><b>CLEVELAND—6-cyl. 108 1/2 W. B.</b> 5 Touring .....\$395.5 Sedan .....\$995.5</p> <p><b>CLEVELAND—6-cyl. 115 W. B.</b> 5 Touring .....\$1,095.5 Sedan .....1,295.5 4 Sport .....1,245.5 Sport Sedan .....1,625.5 3 Coach .....1,295.5 Sedan De L. .....1,595.5</p> <p><b>CUNNINGHAM—6-cyl. 132 W. B.</b> 4 Touring .....\$6,150.2 Sport .....\$7,400.5 3 Roadster .....6,150.2 Coupe .....7,600.5</p> <p><b>CUNNINGHAM—6-cyl. 142 W. B.</b> 6 Touring .....\$6,650.5 Cabriolet .....\$8,100.5 5 Touring .....6,650.7 Town Car .....\$1,100.5 4 Limousine .....\$1,100.5</p>	<p><b>DAVIS—6-cyl. Model 90. 115 W. B.</b> 5 Phaeton .....\$1,395.5 Sedan .....\$1,595.5 4 Touring .....1,495.5 Sp. Sedan .....1,795.5 3 Roadster .....1,495.5 Berlin .....1,795.5</p> <p><b>DAVIS—6-cyl. Model 91. 118 W. B.</b> 5 Phaeton .....\$1,695.5 Sedan .....\$1,895.5 4 Roadster .....1,795.5 Imp. Sedan .....2,095.5</p> <p><b>DIANA—6-cyl. 125 1/2 W. B.</b> 5 Phaeton .....\$1,895.5 Cabriolet .....\$2,095.5 4 Roadster .....1,895.5 Brougham .....2,095.5 3 Sedan .....1,995.5 De L. Sedan .....2,195.5 2 Coach De L. .....1,895.7 Sedan De L. .....2,695.5</p> <p><b>DODGE BROS.—4-cyl. 116 W. B.</b> 5 Touring .....\$375.5 Sedan .....\$1,045.5 4 Touring .....375.5 Spec. Sed. B. .....1,145.5 3 Roadsters .....855.5 Sedan A. .....1,195.5 2 Spec. Roadsters .....955.5 Spec. Sed. A. .....1,250.5 1 Coupe Brom. .....960.5 Coach .....1,035.5 2 Spec. Cpe B. .....1,060.5 Spec. Coach .....1,135.5</p> <p><b>DURANT—4-cyl. 109 W. B.</b> 4 Touring .....\$810.5 Sedan .....1,150.5 3 Coupe .....1,090.5</p> <p><b>ELCAR—4-cyl. 116 W. B.</b> 5 Touring .....\$1,095.5 Coach .....\$1,195.5 4 Sedan .....1,395.5</p> <p><b>ELCAR—6-cyl. 116 W. B.</b> 5 Touring .....\$1,295.5 Coach .....\$1,395.5 4 Sedan .....1,495.5</p> <p><b>ELCAR—8-cyl. 127 W. B.</b> 5 Touring .....\$2,165.3 Coupe .....\$2,315.5 4 Touring .....2,265.5 Sedan .....2,265.5 3 Roadster .....2,315.5 Brougham .....2,865.5 2 Sedan .....2,765.5</p> <p><b>ESSEX—6-cyl. 110 1/2 W. B.</b> 5 Touring .....\$795.5 Coach .....\$765.5</p> <p><b>FLINT—6-cyl. Model 40. 115 W. B.</b> 5 Touring .....\$1,185.5 Coach De L. .....1,120.5 4 Brougham .....1,675.5 Coach .....1,040.5 3 Sedan .....1,495.5</p> <p><b>FLINT—6-cyl. Model 55. 130 W. B.</b> 5 Touring .....\$1,595.4 Coupe .....\$2,195.7 4 Touring .....1,795.5 Sedan .....2,295.5 3 Roadster .....1,950.5 Brougham .....2,485.5 2 Spec. Touring .....2,050.7 Sedan .....2,750.5</p> <p><b>FORD—4-cyl. Model T. 100 W. B.</b> (With starter and demountable rims. Balloon tire equipment \$25 extra) 2 Roadster .....\$345.5 Tudor Sedan .....\$580.5 3 Touring .....375.5 Fordor Sedan .....660.5 4 Coupe .....520.5</p> <p><b>FRANKLIN—6-cyl. Model 11-A. 119 W. B.</b> 3 Roadster .....\$2,750.5 Sport Sedan .....\$3,225.5 4 Touring .....2,635.7 Limousine .....3,275.5 2 Coupe .....2,700.7 Cabriolet .....4,400.5 3 Sedan .....2,690.5</p> <p><b>GARDNER—6-cyl. 117 W. B.</b> 5 Sedan .....\$1,195.4 Cabriolet .....\$1,845.5 4 Sedan .....1,595.5 Spec. Sedan .....2,295.5 3 Brom .....1,595.5</p> <p><b>GARDNER—8-cyl. 125 W. B.</b> 5 Touring .....\$1,995.4 Cabriolet .....\$2,245.5 4 Sedan .....1,995.5 Spec. Sedan .....2,295.5</p> <p><b>GRAY—4-cyl. Model O. 104 W. B.</b> 5 Touring .....\$595.5 Sedan .....\$845.5 2 Coupe .....825.5 Royal Sedan .....975.5</p> <p><b>HUDSON—Super Six. 127 1/2 W. B.</b> 5 Phaeton .....\$1,250.7 Sedan .....\$1,650.5 4 Coach .....1,165.4 Brougham .....1,450.5</p> <p><b>HUPMOBILE—4-cyl. Model R. 115 W. B.</b> 2 Roadster .....\$1,225.2 Coupe .....\$1,350.5 4 Touring .....1,225.5 Sedan .....1,375.5</p> <p><b>HUPMOBILE—6-cyl. 114 W. B.</b> 5 Touring .....\$1,225.5 Sedan .....\$1,385.5 4 Touring .....1,225.5 Sedan .....1,385.5</p> <p><b>HUPMOBILE—6-cyl. Model E. 118 1/2 W. B.</b> 5 Touring .....\$1,795.2 Coupe .....\$2,095.5 4 Roadster .....1,795.4 Coupe .....2,095.5 3 Roadster .....1,895.5 Sedan .....2,195.5</p> <p><b>JEWETT—6-cyl. "New Day"</b> 5 2-Door Sedan .....\$995.5 Sedan De L. .....\$1,095.5 4 Roadster .....\$1,500.5 De L. Coach .....\$1,400.5 3 Coach .....1,245.5 Sedan .....1,690.5 2 Touring .....1,320.5</p>	<p><b>JORDAN—8-cyl. 125 1/2 W. B.</b> 5 Touring .....\$2,275.5 Sedan .....\$2,675.5 4 Brougham .....2,575.7 Sedan .....2,925.5</p> <p><b>JORDAN—8-cyl. 116 W. B.</b> 2 Roadster .....\$1,695.5 Sedan .....\$1,845.5</p> <p><b>KISSEL—6-cyl. Model 55. 121 W. B.</b> 5 Phaeton .....\$1,595.4 Coupe .....\$2,085.5 4 Touring .....1,595.5 Brougham .....1,995.5 3 Speedster .....1,795.2 Enc. Speed. .....2,085.5 2 Brougham .....1,695.4 Enc. Speed. .....2,185.5 1 Speedster .....1,895.5 Victoria .....2,185.5 4 Tourster .....1,795.5</p> <p><b>KISSEL—6-cyl. De Luxe Model 55. 121 W. B.</b> 5 Phaeton .....\$1,795.5 Brougham .....\$2,485.5 4 Touring .....1,885.5 Victoria .....2,485.5 3 Tourster .....1,985.2 Enc. Speed. .....2,585.5 2 Speedster .....2,085.4 Enc. Speed. .....2,685.5 1 Speedster .....2,185.7 Sedan .....2,485.5 4 Coupe .....2,485.7 Berlin Sedan .....3,195.5</p> <p><b>KISSEL—8-cyl. Model 75. 131 W. B.</b> 5 Phaeton .....\$1,995.4 Coupe .....\$2,485.5 4 Touring .....2,085.5 Brougham .....2,395.5 3 Brougham .....2,095.2 Enc. Speed. .....2,485.5 2 Speedster .....2,195.4 Enc. Speed. .....2,585.5 1 Speedster .....2,295.5 Victoria .....2,585.5 4 Coupe .....2,195.5</p> <p><b>KISSEL—8-cyl. De Luxe Model 75. 131 W. B.</b> 5 Phaeton .....\$2,185.5 Bro. Sedan .....\$2,985.5 4 Touring .....2,285.5 Victoria .....2,885.5 3 Tourster .....2,385.2 Enc. Speed. .....2,985.5 2 Speedster .....2,485.4 Enc. Speed. .....3,085.5 1 Speedster .....2,585.7 Sedan .....2,485.5 4 Coupe .....2,885.7 Berlin Sedan .....3,585.5</p> <p><b>LINCOLN—8-cyl. 136 W. B.</b> 7 Touring .....\$4,090.4 Sedan .....\$4,800.5 2 Roadster .....4,000.5 Sedan .....4,900.5 4 Phaeton .....4,000.7 Sedan .....5,100.5 5 Coupe .....4,600.7 Limousine .....5,300.5</p> <p><b>LOCOMOBILE—6-cyl. "48." 142 W. B.</b> 4 Touring .....\$7,460.7 Limousine .....\$9,500.5 7 Touring .....1,460.7 Enc. Lim. sinel. 10,050.5 5 Victoria .....10,050.7 Cabriolet .....10,300.5 6 Brougham .....10,400.5</p> <p><b>LOCOMOBILE—Junior Eight. 124 W. B.</b> 5 Touring .....\$1,795.5 Sedan .....\$2,295.5 4 Roadster .....2,150.5 Brougham .....2,285.5</p> <p><b>MCARLAN—6-cyl. "S. V." 127 W. B.</b> 5 Touring .....\$3,650.5 Sedan .....\$3,180.5 2 Roadster .....2,450.7 Sedan .....2,280.5 4 Coupe .....2,130.5</p> <p><b>MCARLAN—6-cyl. "T. V." 140 W. B.</b> 4 Touring .....\$5,600.7 Sedan .....\$6,810.5 7 Touring .....\$2,590.7 Suburban .....7,110.5 2 Roadster .....4,400.7 Limousine .....6,900.5 4 Coupe .....6,720.7 Town Car .....9,000.5 6 Sedan .....6,720.5</p> <p><b>MCARLAN—8-cyl. 131 W. B.</b> 2 Roadster .....\$2,590.5 Coupe .....\$3,180.5 4 Roadster .....2,900.5 Coach Brom. .....3,180.5 5 Touring .....2,650.7 Sedan .....3,280.5 7 Touring .....2,750.5 Sub. sedan .....3,380.5 6 Sedan .....3,180.7 Sub. Sedan .....3,480.5 4 Town Car .....4,600.5</p> <p><b>MARMON—6-cyl. 136 W. B.</b> 7 Touring .....\$3,295.5 Coupe .....\$3,295.5 2 Speedster .....3,295.7 Sedan .....3,270.5 5 Phaeton .....3,295.5 Sedan .....3,775.5 6 Sedan .....3,295.7 Sedan .....3,850.5 5 Brougham .....3,295.5 Sedan Lim. .....3,960.5 4 Coupe .....3,295.7 Sedan Lim. .....3,975.5</p> <p><b>MOON—6-cyl. 128 W. B. (London)</b> 5 Touring .....\$1,895.5 Pet. Sedan .....\$2,540.5 7 Touring .....1,795.5</p> <p><b>MOON—8-cyl. 113 W. B.</b> 5 Touring .....\$1,195.5 2-Door Sedan .....\$1,495.5 4 Touring .....1,395.5 Cabriolet .....1,695.5 3 Coach .....1,395.5 De L. Sedan .....1,695.5 5 Sedan .....1,544.5</p> <p><b>NASH—6-cyl. Special. 112 1/2 W. B.</b> 5 Touring .....\$1,145.5 2-Door Sedan .....\$1,315.5 2 Roadster .....1,115.5 Sedan .....1,445.5</p>	<p><b>NASH—6-cyl. Advanced. 121 W. B.</b> 5 Touring .....\$1,340.5 Sedan .....\$1,425.5 2 Roadster .....1,375.5</p> <p><b>NASH—6-cyl. Advanced. 127 W. B.</b> 7 Touring .....\$1,490.4 Coupe .....\$1,990.5 4 Victoria .....1,790.7 Sedan .....2,090.5</p> <p><b>OAKLAND—6-cyl. 113 W. B.</b> 2 Roadster .....\$975.3 Coupe .....\$1,125.5 5 Touring .....1,025.5 Sedan .....1,195.5 3 Coach .....1,095.5 Land. Sedan .....1,295.5</p> <p><b>OLDSMOBILE—6-cyl. 110 1/2 W. B.</b> 5 Touring .....\$875.5 De L. Coach .....\$1,040.5 4 Coach .....950.5 De L. Sedan .....1,115.5 5 De Luxe Tr. .....980.2 Coupe .....925.5 5 Sedan .....1,025.5</p> <p><b>OVERLAND—4-cyl. "91." 100 W. B.</b> 5 Touring .....\$495.5 Sedan De L. .....\$695.5 2 Coupe .....625.5 2-Door Sedan .....595.5</p> <p><b>OVERLAND—6-cyl. 123 1/2 W. B.</b> 5 Sedan .....\$395.5 Sedan De L. .....\$1,095.5</p> <p><b>PACKARD—6-cyl. 126 W. B.</b> 5 Touring .....\$2,585.4 Spe. Touring .....\$2,750.5 4 Coupe .....2,585.4 Roadster .....2,785.5 6 Sedan .....2,585.5</p> <p><b>PACKARD—6-cyl. 133 W. B.</b> 7 Touring .....\$2,785.7 Sedan .....\$2,785.5 5 Sedan .....2,725.7 Sedan Lim. .....2,835.5</p> <p><b>PACKARD—8-cyl. 136 W. B.</b> 5 Touring .....\$2,750.4 Coupe .....\$4,650.5 4 Sp. Touring .....3,900.5 Sedan .....4,750.5 3 Roadster .....3,950.5</p> <p><b>PACKARD—8-cyl. 143 W. B.</b> 7 Touring .....\$3,950.7 Sedan .....\$5,000.5 4 Club Sedan .....4,890.7 Sedan Lim. .....5,100.5</p> <p><b>PAIGE—6-cyl. 131 W. B.</b> 4 Phaeton .....\$2,165.5 Sedan De L. .....2,840.5 7 Phaeton .....2,165.5 Suburban Lim. .....2,965.5 5 Sedan De L. .....2,395.5</p> <p><b>PEERLESS—6-cyl. 126 1/2 W. B.</b> 5 Touring .....\$1,895.5 Sedan .....\$2,395.5 6 Coupe .....2,295.5</p> <p><b>PEERLESS—6-cyl. 133 W. B.</b> 7 Touring .....\$1,995.7 Sedan .....\$2,595.5 2 Sp. Roadster .....2,195.7 Limousine .....2,695.5</p> <p><b>PEERLESS—6-cyl. 116 W. B.</b> 6 Sedan .....\$1,595.5</p> <p><b>PEERLESS—8-cyl. 128 W. B.</b> 4 Touring .....\$2,845.5 Brougham .....\$3,495.5 7 Phaeton .....2,895.5 Sedan .....3,495.5 4 Coupe .....3,245.7 Sub. Sedan .....3,595.5 6 Coupe .....3,295.7 Berlin Lim. .....3,795.5</p> <p><b>PIERCE-ARROW—6-cyl. "80." 130 W. B.</b> 2 Roadster .....\$2,895.4 Coupe .....\$3,695.5 7 Phaeton .....2,895.5 Sedan .....3,895.5 4 Touring .....2,895.7 Sedan .....3,995.5 5 Coach .....3,150.5 Enc. Lim. .....4,045.5</p> <p><b>PIERCE-ARROW—6-cyl. "33." 138 W. B.</b> 7 Touring .....\$5,250.4 Coupe Sedan .....\$6,900.5 2 Roadster .....5,250.7 Sedan .....7,000.5 4 Touring .....6,350.7 Limousine .....7,000.5 5 Coupe .....6,800.7 Enc. Lim. .....7,000.5 4 Sedan .....6,900.7 Fr. Lim. .....7,000.5</p> <p><b>REO—6-cyl. 120 W. B.</b> 5 Touring .....\$1,395.5 Sedan .....\$1,765.5 2 Coupe .....1,495.3 Roadster .....1,665.5 5 Sedan .....1,565.5 Brougham .....2,225.5</p> <p><b>RICKENBACKER—6-cyl. 117 W. B.</b> 5 Touring .....\$1,495.5 Brom De L. .....\$1,730.5 3 Roadster .....1,595.4 Coupe De L. .....1,995.5 4 Coach .....1,595.2 Cpe Rd De L. .....1,920.5 5 Sedan .....1,795.5 Sedan De L. .....1,920.5 2 Coupe Road. .....1,695.7 Sedan De L. .....1,995.5</p> <p><b>RICKENBACKER—8-cyl. 121 1/2 W. B.</b> 4 Touring .....\$1,995.5 Brom De L. .....\$2,120.5 3 Roadster .....1,995.2 Cpe Rd De L. .....2,320.5 5 Brom .....1,995.5 Sedan De L. .....2,320.5 4 Sedan .....2,185.7 Sedan De L. .....2,395.5 2 Coupe Road. .....2,995.4 Coupe .....2,320.5</p> <p><b>ROAMER—8-cyl. Model 58</b> 7 Touring .....\$2,385.5 Brougham .....\$2,785.5 5 Sport Tour. .....2,585.7 Sedan .....2,385.5 2 Speedster .....2,885.5 Sedan De L. .....2,395.5</p>	<p><b>ROAMER—6-cyl. Model 58</b> 4 Sport Tour. .....\$1,350.5 Coupe .....\$1,395.5 2 Busl. Coupe. .....1,295.5 Sedan De L. .....1,895.5</p> <p><b>ROAMER—4-75-E. Duesenberg Model.</b> 4 Touring .....\$2,995.5 2-Door Special Speed. .....\$3,495.5 4 Sport .....3,295.5</p> <p><b>ROLIN—4-cyl. 112 W. B.</b> 5 Phaeton .....\$1,165.5 Brougham .....\$1,325.5 3 Coupe .....1,325.5 Sedan .....1,455.5</p> <p><b>STAR—4-cyl. 102 W. B.</b> 5 Touring .....\$525.2 Coupe .....\$765.5 3 Roadster .....2,495.5 2-Door Sedan .....1,895.5 2 Coupester .....595.5 Sedan .....775.5</p> <p><b>STAR—6-cyl.</b> Coupester .....745.5 Coach .....\$330.5 Coupe .....820.5</p> <p><b>STEARNS-KNIGHT—4-cyl. 110 W. B.</b> 5 Touring .....\$1,595.5 Brougham .....\$2,095.5 4 Cpe. Roadster .....1,725.5 Sedan .....2,095.5 4 Coupe Brom. .....1,595.5</p> <p><b>STEARNS-KNIGHT—6-cyl. 121 W. B.</b> 4 Touring .....\$1,875.5 Coupe Brom. .....\$2,284.5 5 Touring .....1,975.5 Sedan .....2,475.5 2 Sp. Coupe. .....2,185.5 Brougham .....2,475.5</p> <p><b>STEARNS-KNIGHT—6-cyl. 130 W. B.</b> 5 Touring .....\$2,395.5 Brougham .....\$2,900.5 7 Touring .....1,125.3 C. C. Coupe. .....1,295.5 2 Roadster .....2,495.7 Sedan .....3,900.5 5 Sedan .....3,000.5</p> <p><b>STEVENS-BURYEA—6-cyl. 135 W. B.</b> 7 Touring .....\$7,500.4 Sedan .....\$10,000.5 Coupe .....9,000.7 Limousine .....10,174.5</p> <p><b>STUDEBAKER—Standard Six. 113 W. B.</b> 5 Phaeton .....\$1,145.5 Spt. Phaeton .....\$1,255.5 4 Roadster .....1,125.3 C. C. Coupe. .....1,295.5 5 Coach .....1,195.5 W. Sedan .....1,395.5 2 Sp. Roadster .....1,235.5 Sedan .....1,495.5 5 Berlin .....1,650.5</p> <p><b>STUDEBAKER—Special Six. 120 W. B.</b> 5 Phaeton .....\$1,445.5 Brougham .....\$1,695.5 4 Roadster .....1,445.5 Sedan .....1,750.5 4 Sp. Roadster .....1,595.5 Sedan .....2,125.5 5 Coach .....1,445.5 Berlin .....2,125.5</p> <p><b>STUDEBAKER—Six Six. 127 W. B.</b> 5 Phaeton .....\$1,775.7 Sedan .....\$2,244.5 4 Sedan .....1,995.7 Berlin .....3,325.5 5 Coupe .....2,045.5</p> <p><b>STUDEBAKER—Six Six. 120 W. B.</b> 5 Sp. Phaeton .....\$1,575.5 Sedan .....\$1,995.5 5 Club Coupe. .....1,750.5</p> <p><b>STUTZ—6-cyl. 120 W. B.</b> 5 Tourist .....\$2,395.4 Coupe .....\$3,050.5 5 Brougham .....2,395.5 Sedan .....3,050.5</p> <p><b>STUTZ—6-cyl. 130 W. B.</b> 7 Tourist .....\$3,070.7 Suburban .....\$3,995.5 5 Sport .....3,025.7 Sedan .....4,035.5 5 Brougham .....3,785.5</p> <p><b>VELIE—6-cyl. 118 W. B.</b> 5 Phaeton .....\$1,460.5 Brougham .....\$1,495.5 4 Roadster .....1,650.5 Sedan .....1,825.5 3 Coupe .....1,425.5</p> <p><b>WILLS-STE. CLAIRE—6-cyl. 127 W. B.</b> 7 Tourist .....\$2,385.4 G.G. Traveler .....\$2,800.5 4 Roadster .....2,800.5 Sedan .....3,185.5 5 Coupe .....2,985.7 Sedan .....3,285.5 5 Brom .....3,400.7 Limousine .....3,285.5 5 Sedan .....3,400.4 Cab. roadster .....2,285.5</p> <p><b>WILLS-STE. CLAIRE—"B-66." 8-cyl. 127 W. B.</b> 7 Phaeton .....\$2,885.5 Sedan .....\$3,885.5 4 Roadster .....2,985.7 Sedan .....3,900.5 5 Touring .....3,400.5 Brougham .....3,900.5 5 Coupe .....3,785.7 Limousine .....4,085.5</p> <p><b>WILLS-STE. CLAIRE—"C-68." 8-cyl. 127 W. B.</b> 5 Touring .....\$1,195.5 Sedan .....\$1,460.5 2 Coupe .....1,995.5 Brougham .....1,595.5 5 Coupe Sedan .....1,395.5</p> <p><b>WILLS-STE. CLAIRE—6-cyl. 126 W. B.</b> 5 Touring .....\$1,750.5 Brougham .....\$2,095.5 2 Roadster .....1,750.4 Coupe .....2,185.5 5 Coupe Sedan .....2,095.5 Sedan .....2,295.5 7 Touring .....1,950.7 Sedan .....2,495.5</p>
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# Money Making Merchandising

## The Voice With a Smile Wins Wives via Wire

GEORGE A. WOOD, sales manager of Levy Motors, Nash-Ajax distributors in Kansas City, began looking ahead early in the fall to avoid the usual winter slump in business. He decided on a plan all his own—of employing a girl to do nothing but call wives of motor car owners and get from them any information that would give the salesmen a working basis in making calls.

The state's system of motor car registration came in handy here.

A list of a certain make low priced car was taken first. Owners of cars two or more years old then were selected, and Miss Mary Patton, the newly appointed "telephone salesman," got busy.



The "Telephone Salesman"

The result of each call is carefully noted.

Where there is an immediate prospect of a sale, the name, address and all information are turned over to salesmen.

If a future date is mentioned, that date is card-indexed and a salesman sent on that date.

"Approximately 500 calls are made each week," Mr. Wood says. "From this we are averaging 350 interviews. These interviews bring more than 25 prospects for immediate sales and 50 to 75 prospects for spring sales. By confining calls to one make of car owners at a time, a greater efficiency is obtained."

Mr. Wood says information a salesman never could obtain from men is obtained by the "telephone salesman." There is a confidence extended by one woman to another that men never obtain in their contact with other men. "These little details help us to meet the prospect's opposition as we understand his situation better."

Mr. Wood points out that there is some duplication in sales effort—the telephone salesman getting in touch with persons already solicited or listed as prospects—but that he can trace several sales directly to the telephone system with the "live prospect" list growing rapidly.

"The system is cheaper than a direct mail campaign and far more effective," Mr. Wood declares. "The wastebasket does not get the telephone calls."

### HAS WAY TO POSTPONE SATURATION POINT

Ralph Ewing, for ten years head salesman with Snyder Bros. & Baker Co., Inc., Chevrolet dealers of Beaver and Beaver Falls, Pa., comes out with a plan which he claims is fool-proof against the so called "automobile point of saturation." If carried out by all dealers.

Where a new Chevrolet is sold and a used car taken in trade, that used car is again traded (when the first opportunity offers itself) for almost its value in cash plus an older car whose upkeep makes it a fit subject for the junk yard.

After any good tires are removed and other parts that may have any value kept, the car is junked.

Thus every Chevrolet sold in Beaver county on a trade-in deal practically means another car sent to the junk yard.

The co-operation of all automobile dealers in the country in this plan would help materially to solve the used car problem, Ewing believes.

## Profits by Used Car Sales Plan

Among the numberless schemes for the prompt turnover of trade-in automobiles that have been functioning along automobile row in Los Angeles it has been left to Henry H. Slaughter, president of the Slaughter Motors, Inc., to come through with a merchandising plan that has proved a success to the point where the used car turnover with his firm has caused him to send out a buyer to bring in stock other than trade-ins to fill all the orders that his salesmen are taking for used cars.

Mr. Slaughter's plan is a simple co-operative proposition with his dealers.

The Slaughter Motors, Inc., are the Elcar distributors for southern California. When placing a dealership, they request that each dealer furnish each week an individual list of cars taken in trade, with selling price listed thereon, and with an added 5 per cent. to take care of salesmen's commissions.

This complete list is mailed out weekly to every Elcar dealer in southern California by the Slaughter Motors, Inc.

By this interchange of lists, all Elcar dealers are able to supply to a prospective buyer for a used car the merchandise sought by checking the list of the other dealers, if they themselves have not the make and model on their floor.

According to a statement of Mr. Slaughter, the working out of this plan among local Elcar dealers is original with him in this field.

The results, after several months of application, has kept their organization on its toes, so to speak, in supplying demands. And, best of all, they find no trouble in keeping their used car stock cleaned out.

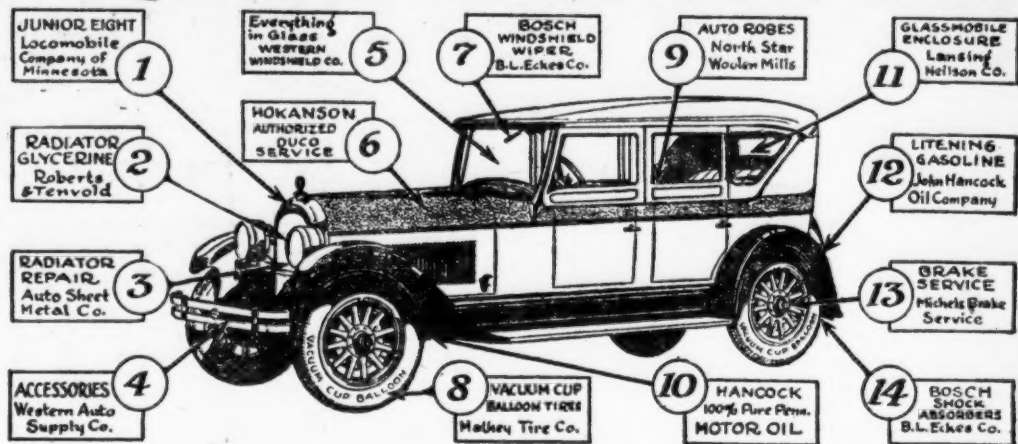
### ADVERTISING SELLS 44 CARS

W. F. Groom, president of the Buffalo Oakland Motor Company, recently used full page newspaper advertising to announce a used car sale.

In one week's campaign, Mr. Groom disposed of forty-four used cars.

GROUP ADVERTISING with accessory dealers in Minneapolis is proving very effective. Below is a sample of this co-operative publicity.

## Prepare Your Car for Winter



## Colored Sales Letters Bring Better Returns

DIRECT by mail advertising is generally conceded to be a good thing. But down in Lexington, Ky., there is an ignition concern that has put a new kick into the direct by mail proposition by printing its different letters on different colored paper. They pull more business than on white paper and there's a real reason for it.

"We are great believers in direct by mail advertising, because we



E. A. Deiss

have found out that this is the best way to get business," said E. A. Deiss, manager of the Kentucky Ignition Company, in discussing the method that his company uses to get business.

"We do lots of this sort of advertising, and generally get the letters out in series of three letters at a time. The first letter we send out on yellow paper, the second on blue paper and the third on pink paper.

"We found that the different colored paper attracts attention, and, of course, that is just what we want to do. Many of our customers have spoken to us about the color of the paper that we use, and have jokingly asked us when we were going to change the color of the letters again. From that I feel that the use of colored stationery is a good thing.

"We keep close to the seasons with our letters and push the

items that are best at that particular time of the year.

"The letters are multigraphed on our own letterheads. The results are twofold. In the first place they bring in actual business and in the second place they help our road men when they call upon the trade.

"Frequently our road men report that dealers in their territory have taken out one of our direct by mail letters and asked more about something that was advertised in the letter.

"We have secured especially good results for our repair department from the use of direct by mail letters. Many customers who have brought in work after we have put on a campaign have mentioned the fact that they were sold on us by the letter that we sent them.

"There is absolutely no doubt in my mind but what direct by mail advertising if consistently done is a big boost in building up a business such as we have. And I am equally sure that the use of colored paper instead of the usual white is another factor that helps. It attracts attention and gets the prospect to read the letter."

### TRICK WINDOW DISPLAY ATTRACTS CROWDS

An interesting and successful trick in used car display has been turned here by the repossessed car department of the Commercial Credit Company on Mount Royal Avenue, Baltimore.

The display room is on the thickest settled part of Auto Row, and the front window is not very large. A pitiful wreck of a car has been placed close to the window, shutting off the view of the interior. A big placard on the side of the machine reads:

"We have the best and worst bargains for the holidays—this is the worst."

## Sales Scents

The day is gone when the automobile dealer regards merchandising of motor cars as just a game or a gamble.

The modern automotive merchant is a very good business man and appreciates that there is a great deal more to constructive salesmanship than just "selling."

H. W. Hotchkiss of Hotchkiss, Hinkley & Welsh, Inc., dealers in Overland and Willys-Knight cars in Hartford, Conn., is a typical example of this new type of salesman.

Mr. Hotchkiss entertains some pronounced ideas on sales, and one idea he always keeps in mind is that every customer has his limit financially.

A customer of the firm came into the salesroom on the Connecticut Boulevard this week and said that he wanted to trade his newly purchased sedan finished in blue for another of a different color.

Hotchkiss knew his man and refused to consider a trade telling the fellow that his home and family needed the money and that he was foolish to even consider getting rid of a car as good as new and, my the way, one he has not finished paying for.

"That fellow is a trader," said Hotchkiss when the customer had gone. "He has not paid for his new car, and now he wants a different one. By spring he would want still another color."

"He always wants to trade a car before he has finished paying for it."

"A fellow came in here one day," said Hotchkiss, "and wanted to buy a car, agreeing to pay \$100 a month."

"I told him he could not afford to pay that much each month unless he had an income."

"I refused to sell the man because I knew that he lost a car a short time before through repossession."

"He went away mad, and declared if I did not want his business some one else did."

"He came back later, and instead of an \$1,800 car he wanted one under \$600, which is his limit."

## STARTING THIS WEEK

A COURSE in automotive salesmanship written entirely by automotive salesmen—not office theories but firing line facts!

THE first chapter of the Automotive Daily News course in Modern Motor Car Merchandising will be: "Picking Your Prospects." It will embrace nothing but practical and profitable ideas that top-notch salesmen all over the country have used successfully. Publication will start this week. Watch this page for further details.



## Personal Paragraphs

### AGNEW IN ST. LOUIS

St. Louis, Dec. 14.—B. D. Agnew has just been appointed assistant retail sales manager to J. Frank Whyte of the Willys-Overland Company here. Mr. Agnew has been connected with the automobile industry for several years, having formerly been a dealer in Memphis, Tenn., and a sales manager in Los Angeles.

### WILLIAMSON TO SELL

Jamestown, N. Y., Dec. 14.—S. A. Williamson, organization manager for the Chautauqua County Farm Bureau for the last two years, has retired and is now with the Dickson Motor Company, Ford dealer for Fredonia and vicinity.

### DENNIS CLUB SPEAKER

McKeesport, Pa., Dec. 14.—Col. Fred L. Dennis, president of the Studebaker Sales Company of Pittsburgh, spoke before the local Kiwanis Club at its recent meeting in observance of Automobile Week.

### ELING DIES IN SEATTLE

Seattle, Wash., Dec. 14.—Herbert H. Eling, 49 years old, who was wholesale manager and treasurer of the Oldsmobile Motor Company here, is dead. He was prominently identified with the automotive industry here since 1914, the last five years with the Oldsmobile company. He leaves a widow and two sons.

### MENART GETS PROMOTION

Louisville, Ky., Dec. 14.—E. H. Menart has just been appointed assistant general manager of the Leyman Motor Company, to succeed Charles L. Kincaid, who has resigned to enter another business. It is announced by George T. Holmes, manager of the Louisville Buick organization. George F. Bauer, shop foreman, succeeds Menart as service manager.

### AUTO MEN DEERSLAYERS

San Antonio, Tex., Dec. 14.—Stanley Cassin, W. R. Harwood, Roy Smith and G. G. Beakley, well known on Automobile Row here, are on a deer hunt near Parsall.

### HITCHCOCK SALES HEAD

Minneapolis, Minn., Dec. 14. (U. T. P. S.).—George Hitchcock, for twelve years with the Pence Automobile Co., has just become vice-president and sales manager for the Powell Motor Co., 16

Eighth St. S., which has local sales for the Oldsmobile. H. N. Powell is president.

### HARRINGTON BACK HOME

Springfield, Mass., Dec. 14.—J. S. Harrington, manager of the Hudson-Essex dealership here, has just returned from a month's stay in Florida.

### DUMETT MADE MANAGER

Seattle, Wash., Dec. 14. (U. T. P. S.).—Clem Dumett has just been appointed to manage the Central Ford dealership of this city. He has been with the company since 1919, when he was an undergraduate at the local university, from which he has since graduated.

### GARBER TO LOS ANGELES

Los Angeles, Dec. 14.—R. F. Garber, service manager for the past six years of the Republic truck organization in San Francisco, has just been appointed manager of the local service branch, located at 1420 East Sixth St.

## DEALER DOINGS

### LOCOMOBILE LINE ADDED BY SPRINGFIELD DEALER

Springfield, Ill., Dec. 12.—Ralph N. Baker, local automobile dealer, has just taken the Springfield territory for the Locomobile and Junior Eight. New models are en route for display purposes. Mr. Baker entered the automobile business last spring.

### UNITY AUTO SALES OPENS IN CHICAGO

Chicago, Dec. 12.—The Unity Auto Sales, Inc., has just taken possession of the sales and service station at 3002-04 Lawrence Ave., as Oldsmobile dealers in that community. Eugene Malloy is president and A. E. Brandon secretary and treasurer.

### NASH WINTER WEEK FEATURED IN SYRACUSE

Syracuse, N. Y., Dec. 14.—The Nash Sales Company of this city made special plans to feature Nash Winter Week, which has just begun. The showrooms were decorated and extra publicity given to the new special six coupe and the advanced six seven-passenger sedan. The first heavy snow of the year and lower temperatures here added materially to the effectiveness of this campaign.

### NEW-DAY JEWETT SHOWN IN SPRINGFIELD

Springfield, Mass., Dec. 14.—The first showing in western Massachusetts of the New-Day Jewett six took place at the Springfield Jewett salesroom on Saturday. The salesroom was redecorated for the event. T. J. Beahn is manager of the local Jewett dealership.

## Incorporations

### TEXAS

Austin, Tex., Dec. 12.—The secretary of state has just issued the following charters:—

Smith-Swinney Motor Company, Fort Worth, \$20,000; O. B. Smith, J. G. Swinney and P. M. Watrip. Mon-Texas Oil and Gas Company, Montague, \$12,000; J. C. Carlington, W. T. Miner and N. C. Blacklock.

Garfield Oil Company, Austin, \$10,000; George H. Cunningham, Harvey Young and Henry Barnhouse.

Owens Oil Company, Brownwood, \$10,000; John Owens, John Edwards and John Wallace.

Practical Tool and Accessory Company, Inc., Fort Worth, \$25,000; W. A. Gillentine, R. T. Gillentine and E. M. Day.

## Out on the Coast

By John C. Wetmore

Los Angeles, Dec. 14.—The famous N. A. A. M. "Mudlark" run to Pittsburgh in 1903 and the A.



to St. Louis tour in 1904, some of my memories of which were set forth in a recent letter, were the forerunners of the great Glidden tours, which first put American automobiles on the map. They were real road tests. The reformation they brought about in construction to enable American motor cars to meet the severe conditions the roads of those days presented ultimately established the superiority of American automobiles for use on American roads.

In general terms, the task set was 200 miles a day, at an average of 20 miles an hour. These tours averaged about 2,000 miles in length, covered in ten days of running. Nowadays, with almost universal stone, asphalt or cement highways, it is to laugh at such a "test." But in those days tourists had to bump roads a great deal of the time, plow through sand or zigzag over corduroy highways cut into a parallel network of deep traffic worn ruts.

Makers recognized in these Glidden tours the crucial test of a car's roadability. Each of them was signaled by the appearance of a fresh crop of new makes in search of performances that would justify the continuance of their manufacture.

That the early Gliddens were tragedies to many of these aspirants for fame and fortune was attested by the many wrecks one passed along the route, marking the blasting of many an ambitious designer's hopes. From them, however, the ultimate winners in the industry were evolved, and even the successful cars had to be redesigned, rebuilt, and, most of all, strengthened. As I remember it, weak axles and insufficiently strong springs were the chief faults these tours disclosed in American automobiles.

Guide posts were far from frequent in those days, so that at daylight a pilot car was sent out ahead to lay a confetti trail. Wind, however, often blew away the torn paper, so that each competing car was given a road book of the "turn right at the red schoolhouse, bear right at the white church" type. This was generally carried by the observer, who was seated next to the driver and acted as his pilot.

About four hours after the pilot car had left, and an hour in advance of the start of the competitors, the contest board chairman—Frank B. Hower in the early days—set out in the pacemaking car. Then for two or three hours the contestants beat it until the pacemaking car was caught. From then on until the end of the day's run the tour resolved itself into a procession of dust-covered automobiles, whose passengers had to eat the dirt kicked up by the fellow ahead of them. From the time the pace-making car was caught it was the pacemaker's business to see to it that the twenty miles per hour average was not exceeded. So it was that the only racing done was in catching the pacemaker. There was a lot of speeding done in this, though, in beating rival makes to a favorable place in line, entailing less dirt swallowing than fell to the lot of the runners-up further back in the dust-enveloped procession.

### MOVES TO NEW GARAGE

Carrington, N. D., Dec. 14.—The Kunkel Motor Company has just moved into its new brick garage, where twenty-four hour service will be given.

## Classified Advertising

### CLASSIFIED RATES

5c a word (per daily insertion)

If 6 consecutive insertions are used, the 6th insertion is free. If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

### BUSINESS OPPORTUNITIES

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.

You have read this ad, so will other people read yours, if placed in our classified columns.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.

12 insertions, the 11th and 12th insertions being free, will cost \$25.

EXPERIENCED automotive electrician wants form active client partnership with live car dealer, tire dealer or garage; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X, Y. Z., Automotive Daily News.

### FOR SALE

GARAGE business for sale at a sacrifice: fully equipped machine shop; storage more than pays overhead; other business interests force me to sell. For particulars write F. Townsend, 115 N. Church St., Rockford, Ill.

FORD DEALER, 100 miles from New York City, will sell or lease entire business, land, buildings, etc. Annual sales \$200,000. Must sell for good reason. Write Box 54, Automotive Daily News.

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

FIVE years' established tire, battery, accessory business; Michigan city of 50,000 population, short distance from Detroit; factories running full time; present owners wish to sell to devote entire time to car sales; several nationally advertised products sold and handled on exclusive contracts; \$3,000 required. Box 55, Automotive Daily News.

## Improvements

### PREMISES REBUILT

St. Louis, Dec. 14.—The Wright-Morris Motor Company, authorized Ford dealer here, has just completed the reconstruction of the premises it has occupied since September, 1923. Two adjoining buildings have been converted into one single unit. Harry C. Wright is president of the company and W. B. Morris is vice-president. William C. Kuhn is service manager.

### PLANS \$25,000 AUTO HOME

Russellville, Ark., Dec. 14.—Will Warren has just closed a deal for a plot of ground at St. Mary's and Russell Streets and will erect a reinforced concrete building there to house his Star car dealership. The building will be three stories and will represent an expenditure of about \$25,000. Storage for cars also will be provided.

### TO MOVE JANUARY 1

Little Falls, N. Y., Dec. 14.—Announcement has just been made that all arrangements have been concluded by which the Adams-Nash Motor Sales will take over the large C. A. Ross garage on West Main Street in this city, effective next January 1. The Adams-Nash concern will use the building as a salesroom and garage, and will conduct in it a separate used car department.

### MORE SPACE LEASED

Cleveland, Dec. 14.—Growth in the used car business done by the

## Fire Losses

### \$50,000 GARAGE BLAZE

Blandinsville, Ill., Dec. 14.—The two-story brick garage of Charles Knappenberger was destroyed by fire with entire loss of contents and damage totaling \$50,000. Mr. Knappenberger's loss will be nearly \$25,000, on which he had \$20,000 insurance; the Huston Auto Company accessories and supplies station on the first floor suffered \$15,000 loss, covered by \$11,000 insurance.

### 15 AUTOS DESTROYED

St. Catharines, Ont. Can., Dec. 14.—Fire destroyed fifteen automobiles in Young's garage, the loss being about \$8,000.

### THREE AUTOS BURNED

New Kensington, Pa., Dec. 14.—Fire destroyed the garage and service station of Philip Adams, causing a loss of about \$1,800. Three automobiles were burned.

Cleveland Packard Company has made necessary the leasing of 6,000 feet of additional showroom space, C. M. Fisk, president, announced today. The company did \$257,000 in used car business during the first ten months of 1925, Mr. Fisk said.

### NEW ENTRANCE BUILT

Whiting, W. Va., Dec. 14.—The McGraw Motor Company, Ford dealer, has just completed improvements in its retail parts department. An additional entrance has been provided, service counters installed and lighting equipment added.

## Advertisers Scheduled in the Automotive Daily News

Anderson Automobile Co.  
Auburn Automobile Co.  
Automotive Rotary Lift Co.  
Bendix Brake Co.  
Buick Motor Co.  
Byrne-Kingston Co.  
Chevrolet Motor Co.  
Chrysler Sales Corp.  
Continental Motors Co.  
Detroit Carrier Mfg. Co.  
Durant Motors, Inc.  
Flint Motor Co.  
Frick Brothers, Inc.  
General Motors Corp.  
Hewitt Rubber Co.  
Hupp Motor Car Corp.  
Irving Engineering Sales Co., Inc.  
Irving Florman Co.  
J. H. Newmark, Inc.  
Jinhass Carburetor Co.  
Kellogg Mfg. Co.  
Kellogg Co. of America  
M. Machol  
New Insulated Wire Co.  
New Literature Mfg. Co.  
Nichols-Lintern Co.  
No-Carb Sales Co.  
Oakland Motor Car Co.  
Palce-Detroit Motor Car Co.  
Pierce-Arrow Motor Car Co.  
Rawlings Co. of America  
Rickenbacker Motor Co.  
Roffmann Kim Corp.  
Rowe, Inc., Wm. L.  
Staynew Filter Corp.  
Stewart Motor Corp.  
Ternebeck Mfg. Co.  
U. S. Light & Heat Corp.  
Wiesman Luggage Mfg. Corp.  
Willis-Overland, Inc.  
Willis Sainte Claire, Inc.  
Wire Wheel Corp. of America  
Wisconsin Parts Co.  
Wise Industries, The  
Wonderlamp Co.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly. You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

## Advertisers!

Use the AUTOMOTIVE DAILY NEWS for "Spot Publicity" during New York and Chicago Show weeks, and send your message to the industry over night!

*It Has Not Been Possible for You To Do This Before!*

**HAS YOUR SHOW-TIME ADVERTISING BEEN ARRANGED FOR?**

**IF NOT, SEND SPACE RESERVATION NOW!**

Daily Distribution during show weeks—in excess of 20,000 copies per issue.